

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXIII. NEW YORK, APRIL 15, 1908.

NO. 3.

What Can 18,000 Salesmen Do For You?

We undertake to get them for you. The undertaking is a modest one because the One Best Dealer in 6,000 towns and cities of the United States and Canada, on the average, has more than three salesmen.

We can get the One Best Dealer as your representative in each town and city. We show him why it will pay him to handle and feature your line.

The retaining fee to engage us exclusively for your business is \$5,000 annually. A good many people are paying this retainer because the returns make the cost a profitable investment.

Bates Advertising Company

CONVERSE D. MARSH, Chairman Executive Committee

15 Spruce Street, New York City

The Des Moines Capital

Des Moines, Iowa

Circulation 41,000

Largest in the State

Lafayette Young
Publisher

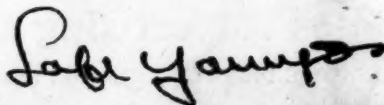
March 11, 1908.

Printers' Ink, New York, N. Y.:

GENTLEMEN—The Des Moines *Capital* has advertised in PRINTERS' INK for several years past, running a regular schedule of copy. We feel that this has been the most successful advertising, in creating a favorable impression for the *Capital* on the part of general advertisers, that we have ever done. Hardly a week passes that we do not receive inquiries from newspapers and advertisers that are, to some extent, traceable to the use of PRINTERS' INK. We have been more than delighted with the co-operation which has been given the Publisher and the Manager of the *Capital* in the generous announcement of actual news items concerning the progress of the paper. We have always been unable to understand why other newspapers were not taking advantage of this magnificent opportunity for promoting their strength with general advertisers.

Very truly yours,

THE DES MOINES CAPITAL,



Business Manager.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXIII.

NEW YORK, APRIL 15, 1908.

No. 3.

BIBLIOGRAPHY OF ADVERTISING.

Compiled by Robt. C. Auld.

Advertising men, generally, have been too busy to devote much time to the writing of books about their profession. But it is pleasing to note among the authors that appear, on the following pages, many prominent names in the advertising world.

The number of works that have appeared seem to have arrived with considerable lapse of time between; but one, doubtless, was hardly prepared to be confronted with such a number of titles as have been here included; and this Bibliography must dispel the delusion that Advertising has no literature. This literature will become stronger as it progresses. Advertising men are great readers, students and critics, and they are always ready to digest all that is written about their profession if it amounts to anything.

The original number of titles collected was just about half the number now printed. The compiler collected his data directly, and from the Astor, Cooper Union, Columbia University, and Typothetae libraries in New York. To make it as complete as possible he communicated with libraries in Washington, Boston, Albany, Philadelphia, St. Louis and Chicago. From the librarians he received very courteous communications and all, with the exception of the Boston Library, promised to assist, by contributing lists of the works, bearing on the subject, in their libraries. The compiler, therefore, wishes to extend particular thanks to: Mr. M. D. Mc-

Guffy, of the Library of Congress; Mr. Frank L. Tolman, of the New York State Library, Albany; Mr. John Thomson, of the Free Public Library, Philadelphia; Mr. F. M. Crunden, of the St. Louis Public Library; Mr. Frederick H. Hild, of the Chicago Public Library; Mr. C. M. Andrews, of the John Crerar Library, Chicago; and Mr. John Vance Cheney, of the Newberry Library, Chicago. Titles from the lists supplied by these were added to the original number, which was thus more than doubled.

The compiler would mention the obligation this Bibliography is under to Mr. Mead, of the Typothetae of the City of New York, for access to the works in their library, from which many of the titles of the Directories were secured.

PRINTERS' INK supplied some very interesting titles, including Kenny's Directory, of date 1861. Mr. Frederick Hild supplies the following in regard to "The American Advertising Directory." He writes this "is not a newspaper directory. It is a most interesting little volume in its way, published by Jocelyn, Darling & Co., 36 Wall street, New York, 1831. It gives, first, the names, business, and address under an alphabetical arrangement of cities, towns and villages, in which the several manufacturing or mercantile establishments are located; and, so far as possible, the distance and direction of the towns

and villages nearest to them. For instance, New York is 160 miles south from Albany, and 226 miles northeast from Washington City. Boston is given as 436 miles northeast from Washington City. A second arrangement is under the various articles of manufacture, and the third arrangement gives all the names, firms or companies, in one general alphabetical index."

The earliest date in this Bibliography is 1735, of a dramatic advertisement of Ward's Pills. The next date, 1751, described a plan for an advertising exchange; where advertisements could be displayed and publicity distributed. Many of these books are worth giving a more detailed description of.

The list is not, of course, complete—that would be an impossibility. The compiler, however, would be very glad to receive from individuals and librarians any additional titles that may not be herein included; and also fuller data to complete certain abbreviated entries. Many of the agencies have issued publications, other than serial, and only a few of these have been available. Many of them contain valuable information, and it would be desirable to collect the titles.

(Note: The dates given are from the title pages of the works consulted. This remark is made with special reference to the Directories.)

ADVERTISING—GENERAL WORKS.

Ailes, Frank S.
Advertisers' Assistant, The. Philadelphia. 1908.

Ayer, Francis Wayland.
Advertising. In *A Hundred Years of New York*, 1895. Ed. by Chauncey M. Depew.

Baker, William Henry.
Advertising phrases; being the best of the original and other matter published in *Chat* during 1900-01. Chicago: Cahn, Wampole & Co., 1901. (The gist-of-things library, vol. 3.)

Barnhart and Swasey.
Management of Advertising. San Francisco: Barnhart & Swasey, 1900. 28 pp. illus.

Bates, Charles Austin.
Business, The Art and Literature of: 6 vols. C. A. Bates, N. Y. 1903 ("A classic"—*Public Improvements*).

Bates, Charles Austin.
Advertising. Good, 599 pp., N. Y., 1896. Holmes Publishing Co.

Bates, Charles Austin.
Advertising, Short Talks on, 211 pp. C. A. Bates, N. Y., 1898.

Bates, Charles Austin. ed.
The book for bakers and confectioners. 16 pp., 239 leaves. Illustrations. How to advertise baked goods and confectionery.

The clothing book. 24 pp., 232 leaves. Illustrations. How to advertise a clothing store.

The coal book. 15 pp., 202 leaves. Illustrations. Advertising the coal business.

The drug book. 19 pp., 185 leaves. Illustrations. How to advertise a drug store.

The dry goods book. 19 pp., 220 leaves. Illustrations. How to advertise a dry goods business.

The furniture book. 16 pp., 212 leaves. Illustrations. How to advertise a furniture store.

The grocery book. 18 pp., 215 leaves. Illustrations. Advertising a grocery store.

The hardware book. 19 pp., 183 leaves. Illustrations. How to advertise hardware and stoves.

The jewelry book. 14 pp., 204 leaves. Illustrations. Advertising a jewelry store.

The laundry book. 18 pp., 216 leaves. Illustrations. How to advertise a laundry.

The liquor book. 16 pp., 208 leaves. Illustrations. Advertising a liquor store.

The men's furnishing book. 17 pp., 189 leaves. Illustrations. How to advertise men's furnishing store.

The real estate and insurance book. 16 pp., 206 leaves. Illustrations. How to advertise real estate and insurance.

The shoe book. 20 pp., 229 leaves. Illustrations. Advertising a retail shoe store.

The tailoring book. 14 pp., 200 leaves. Illustrations. How to advertise a tailoring business.

The wall paper book. 16 pp., 233 leaves. Illustrations. How to advertise wall paper.

All the above published in New York by the C. A. Bates Syndicate, 1899.

Bates, Chas. Austin.
Retail Advertising, 18 vols., unpagged, about 400 pp. each., New York., 1899. (The Chas. Austin Bates Syndicate. Under this general title include the above, and the Piano Book, the Optical Book and the Carriage and Harness Book.)

Bennett, Charles Edward.
How to advertise a retail yard. Minneapolis, Minn.: C. E. Bennett, 1900. 92 pp. illus.

Berthold, Hans.
Wie macht man erfolgreich Reklame? Von Hans Berthold. 80 p. Berlin: H. Steinitz, 1904.

(Continued on page 6.)



This Letter Has An Especial Interest

January 6th, 1908.

We think, perhaps, it would interest you to know that, in a list of fourteen of the leading publications in which we carried our advertisement during October, November and December, THE SATURDAY EVENING POST led the list with the best results.

Our proposition is a straight mail order, "dollar-in-the-envelope" kind. As you will note, the results upon which we have based our figures were obtained during the recent financial panic, and we shall watch with interest to see whether this list will be changed when times become more normal.

In the order of their efficiency the first five publications stand as follows:

First: The Saturday Evening Post

Second: System

Third: Technical World

Fourth: Everybody's

Fifth: Colliers

Due consideration was given to each publication in regard to

Number of Cash Orders.

Number of Inquiries.

Following up inquiries, agents, and prices to the trade. We beg to remain,

Yours truly,

DILWORTH ADDER CO.,

(Signed) E. C. DILWORTH, *Treas.*

**The Curtis Publishing Company
Philadelphia**

- ¹Bolton, Henry Carrington.
Fortune-telling in America to-day. A study of advertisements. Read to the Baltimore Branch of the American Folk-Lore Society, December 12, 1895. 299-307 p. Reprinted from the *Journal of American folk-lore*, vol. 8.
- Boss, Henry R.
A brief history of advertising. Chicago. 1886.
- Brooks, Hy. M.
Advertisements, Quaint and Curious. 153 pp. (In his *Olden Time*, N. S., No. 4.) Tichnor & Co., Boston, 1886.
- Brunstein, Joseph Ludwig.
Die Reklame im Lichte des Rechtes. 48 p. 1904.
- Calkins, Earnest Elmo, and Holden, Ralph.
Modern Advertising. Illustrated. xvii, 361 pp. D. Appleton, N. Y., 1905.
- Collins, Louis.
The advertiser's guardian. London, 1890.
- Cornman, F.
Some illustrations of olde London as quaintly illustrated advertisements, shop signs and curious old houses of the xviii century. Second series. London: Privately printed for F. Cornman, 1894. 138 pp. Colored plates. Colored illus.
- Cronau, Rudolf.
Das Buch der Reklame. Ulm, 1877. 5 vols. in 1.
- Datz, P.
Histoire de la publicité depuis les temps les plus reculés jusqu'à nos jours. Tome premier, orné de 16 illustrations dessinées par F. Courboin d'après des documents originaux. Paris: J. Rothschild, 1894. 230 pp., 16 illus.
- De Weese, Truman A.
The principles of practical publicity; being a treatise on "the art of advertising," by Truman A. De Weese. Buffalo, N. Y., The Matthews-Northrup works, 1906. 3 p. l., ix-xv, 244 p., illus., plates.
- Eaton, Seymour.
Advertising Pay, How to Make. Hinds & Noble, N. Y., 1892.
- Eaton, Seymour.
Advertising. Sermons on. New York, 1908.
- Farrington, Frank.
Retail Advertising. 244 pp. The Baker & Taylor Co., N. Y. 1901.
- Fortesque, S.
Advertising Force, A Modern. Harrison, London, 1908.
- Fowler, Nathaniel C., Jr.
About advertising and printing. Boston, 1889.
- Fowler, N. C., Jr.
Advertising. The Ayes of. Oakwood Publishing Co., Boston, 1903.
- Fowler, N. C., Jr.
Fowler's Publicity. An Encyclopedia of Advertising, Printing, and all that pertains to the Public Seeing Side of Business. 1016 pp. Illus. Publicity Publishing Co., N. Y., 1897.
- Gule, Harlow.
Advertising. On the Psychology of. (In his "Psychology.") 1900.
- Haxton, R. H., of the Times, London.
Advertising. In *Encyclopedia Britannica*, Tenth Edition, Vol. 25, London, 1905.
- Hummel, A. L.
Medical journal advertising; a manual for advertisers. Philadelphia: Hummel & Parmele, 1892. 92 pp.
- James, Francis Bacon.
Advertising, and other addresses, by Francis Bacon James. Cincinnati, The Robert Clarke Co., 1907. 136 pp.
- Lanigan, G. T. (*Post-Express*, Rochester, N. Y.)
Advertisement. In Vol. 1, Stoddard's *Encyclopedia Americana*; Companion to the *Encyclopedia Britannica*, 9th edition. J. M. Stoddard, Philadelphia, 1883.
- Lemcke, Johannes.
Johannes Lemcke (P. Friesenhahn). *Handbuch der Reklame*. 320 pp. 3 colored pl. Berlin: Brockhaus & Co., 1901.
- Logan, J. D., A. M., Ph. D.
Advertising, Social Evolution and. Reprint from the *Canadian Magazine*, Feb., 1907. Toronto, Canada, 1907.
- MacDonald, John Angus.
Advertising, Successful. 400 pp. The Lincoln Publishing Co., Philadelphia, 1902.
- Mahin, John Lee.
Advertising, The Commercial Value of. Chicago, 1902.
- Merrill, John H.
Advertising. In *American and English Encyclopedia of Law*, Vol. 1. Edward Thompson, Northport, L. I., 1887.
- Moran, Clarence.
Advertising, The Business of. 192 pp., 11 illus. Methuen & Co., London, 1905.
- Morison, Francis Richmond.
Banking Publicity; a manual on the art of advertising the business of financial institutions; containing numerous practical illustrations of appropriate wording and typographical arrangement of financial advertisements and forms of "follow-up" letters. New York: Moody Publishing Co., 1904. 5 p. l., 11-162, 2 p.
- Munsey, Frank A.
Advertising in some of its phases; address before the Sphinx Club, New York. Oct. 12, 1898.
- Munzinger, Ludwig.
Die Entwicklung des Inseratenwesens in den deutschen Zeitungen. 90 pp. Heidelberg: C. Winter, 1902.
- Nicoll, Donald.
Publicity; an essay on advertising. London, 1878.
- Norman, John B.
Mirth, misery, mystery of "want" advertisements. Saint Paris, Ohio, 1900. 28 pp.
- Page, Edward T.
Advertising; how to plan, prepare, write and manage; a course in the practical application of successful advertising. New York, Chicago, London: The Publicity Publishing Co., 1903. 255 pp., illus.
- Palmer, V. B.
Business-Men's Almanac for the Year 1849. New York: Published by V. B. Palmer at his Newspaper Subscription and Advertising Agency, Tribune Building. (Contains sec-

- tions on Newspaper Press, on Systematic Advertising, etc., and V. B. Palmer's Country Newspaper Subscription and Advertising Agency, with offices in New York, Philadelphia, Boston and Baltimore. An interesting relic.)
- Palmer, Volney B.
Rules and Hints for Advertisers, 1841.
- Parrott, J. H.
Advertising, a Little Talk about. 12 pp. Millinville, Pa. 1904.
- Poller, Frans De.
De advertente in de nieuwsbladen. 106 pp. Gent. H. vander Schelden, 1879.
- Powell, George H.
Advertiser, Powell's Practical; a practical work for advertising writers and business men, with instructions in preparing, placing and managing modern Publicity; with over 1,000 useful advertisements. G. H. Powell, N. Y., 1905.
- Powers, John O.
Advertising. Reprint from Annals of the American Academy of Pol. and Soc. Science, Nov., 1903.
- Presbrey, Frank.
Advertising. In Encyclopedia Americana, Edition of 1906, N. Y.
- Reinsch, Max.
100 Geschäfts- und Reklamewagen. Für die Praxis gezeichnet und herausgegeben. 30 pp. 100 pl. Ravensburg: O. Maier, 1901.
- Rice, A. E.
Practical Bank Advertising. A cyclopedia of advertising information for financial institutions. Fremont, Ohio: Fremont Publishing Company, 1900. 745 pp.
- Richardson, John.
Advertise Real Estate, How to. Clinton, Iowa, 1907.
- Rowell, George Presbury.
Forty years an advertising agent, 1865-1905, by George Presbury Rowell. New York: Printers' Ink Publishing Co., 1906. 517 pp., many half-tone portraits. (Originally appeared in PRINTERS' INK for 1905.)
- Sampson, Henry.
History of Advertising from the Earliest Times. Illus. by anecdotes, curious specimens, and biographic notes. 616 pp. Chatto & Windus, London, 1873.
- Seliger, Max.
Unsere Arbeit und Kunstarbeit im Dienste des Verkehrs. Vortrag von Prof. M. Seliger. Leipzig, Verkehrsverein. 40 pp. 1904. cover-title.
- Scott, Walter Dill, Ph. D.
The Theory of Advertising. A Simple Exposition of Principles of Psychology in Relation to Successful Advertising. xii, 240 pp. illus. Small, Maynard & Co., 1903.
- Sherman, Sidney A.
Advertising in the U. S. of America. Reprint. Statistical Association Quarterly Publications, Vol. vi, 1900.
- Smith, William (of the New Adelphi Theater).
Advertise: How? When? Where? London, 1863.
- Stead, William.
The Art of Advertising: its theory and practice fully described. London, 1899. 151 pp., illus., port., pl.
- Stump, Charles A. and J. Wilson.
The adwriters' compendium. Over twelve hundred ad headings for dry goods, carpets, furniture, clothing, etc. Ashtabula, O.: The Advertising World Co., 1900, 396 pp.
- Swett, Arthur E.
Advertising, A Course in Six Lessons in Mail Order. A. E. Swett, Chicago, 1908.
- Swett, Arthur E.
Advertising Course, Retail. A. E. Swett, Chicago, 1907.
- Thomas, Ambrose L.
Advertising, American. In Making of America, Vol. 1. Chicago, 1906.
- Wagenseller, George W., LL.D.
Advertising, Theory and Practice of. An elementary Course in the art of successful advertising. 64 pp. Wagenseller Publishing House, Middleburg, Pa. 1902.
- Wrenn, Walter S.
Ad Phrases. W. S. Wrenn, Chicago, 1902.
- Zur Westen, Walter von.
Reklamekunst. Von Walter von Zur Westen. Mit 161 zum Teil farbigen Abbildungen. Bielefeld und Leipzig, Velhagen & Klasing, 148 pp., 1903.
- Advertising. Chambers's Encyclopedia. Edinburgh and Philadelphia. In Vol. 1.
- Advertising. Nelson's Encyclopedia, 1908. (Note: Nelson's Encyclopedia marks an era in book making—it is the first example of the loose-leaf principle applied to books.)
- Advertising. In American supplement to Encyclopedia Britannica. Werner Ed. 1907. New York and Akron.
- Advertising Catch Phrases and Ideas. One Thousand, and Jed Scarborough's Philosophy. Advertising World, Columbus, Ohio.
- Advertising for the Retail Stationer. Baker-Taylor Co., New York.
- Advertising Reference Library. 7 Vols. International Correspondence Schools, Scranton, Pa. 1905.
- Advertising, Retail. 2 Vols. International Text-Book Co., Scranton, Pa. Vol. 1—Ad Construction, Principles of Display. Illustrations in Newspaper Advertisements, Engraving Processes, Aids for Various Businesses, Cyclopedia of Retail Ads and Selling Points, Printing House Methods, Advertising Types and Borders. Vol. 11—Copy and Proof, Supplementary Advertising, Retail Advertising Management, Conducting an Advertising Office, Department Store Advertising, Department Store Advertising Management, Ad Illustration, etc.
- Advertising, Retail, Simplified. Advertising World, Columbus, O.
- Advertising, The Science of: A Manual for Advertisers. 66 pp. To-day Print & Pub. Co. Philadelphia, 1874.
- Advertisement. American Encyclopedia. D. Appleton, 1873.
- Advertisements connected with literature and the arts. Consisting of the advertising pages of the Edinburgh Review, Nos. 167-177, and of others devoted mostly to publishers' advertisements. Edinburgh, 1864-8.
- Advertisement. John Bouvier's Law Dictionary, Philadelphia, 1887.

Advertisements, Century Magazine. 1881-1893. 9 vols., N. Y.: The Century Co.

Advertisements, Ready Made. Geo. P. Rowell & Co., N. Y.

Handbuch.

Handbuch des modernen Reklamewesens der bedeutendsten Industrien. Unter Mitwirkung von Fachleuten herausgegeben von Karl Erdmann. Leipzig, K. R. Vogelsberg, 1903.

Hints on the Useful Diffusion of Knowledge at no expense to the Reader, through the medium of the mercantile and trading classes. 19 pp. Neill & Co., Edinburgh, 1834.

Plan, A, of the Universal Register Office, opposite Cecil street in the Strand. London, 1751.

Publicity. An Essay on Advertising. By an adept of 35 years' experience. London: G. S. Brown, 1878. xi, 312 pp. Frontispiece.

Publishers' Advertising Bureau. Retail ad writing simplified. By the publishers. A simple and comprehensive course of instruction for the preparation of successful advertising. Galesburg, Ill., Publishers' Advertising Bureau, 1905. 107 pp. illus., plates.

ADVERTISING AGENTS—SPECIAL PUBLICATIONS.

Bates, Charles Austin. Advertisers' Guide Book. (1884-1896, quarterly.)

Goff, Azro. Advertisers' Hand Book of Ready Reference; with universal compendium for Business Men. 2nd ed., 228 pp., N. Y. 1884.

Washburn & Barrett's. Hints and Helps for Advertisers. Ads, Economical and Practical. On the Making of Advertisements, etc. Puritan Book Co., Buffalo, 1902.

Advertise, How to. Procter & Collier Co., Cincinnati, O. 1900.

Advertiser, The National; a collection of truths, together with certain facts and figures not generally known. N. Y.: The National Advertising Co., 1887. 57 pp., 19 illus.

Advertisers, Specialties for. E. N. Freshman & Bros., 24 pp. Cincinnati, 187—

Advertisers, A Guide to: containing hints to advertisers, rules for advertisers, warnings to advertisers and classified lists of the London and provincial journals, with the character and amount of their circulation, etc. By an Old Advertiser. 3d ed. London, 1852.

Advertising Data Book, 300 pp. The Mahin Advertising Co., Chicago. Issued annually.

Advertisers, Handbook for, and Guide to Advertisers. By an Old Advertiser. London: Effingham Wilson. 1854.

Advertising Department, The Individual. The Whitman Co., N. Y. 1901.

Advertising in 1907-1908, Practical. Mather & Crowther, London. 1908.

ADVERTISEMENTS OF SPECIAL ARTICLES, ETC.

Boston Leather Binding Co. Once upon a time, being a few sug-

gestions for our mutual welfare on the personal side of advertising. Boston, Mass., Boston Leather Binding Co., 46 p. illus. 1906.

National Life, The: containing biographical sketches of the Presidents of the United States from Washington to Grant. H. R. Stevens, Boston, 1871 (Recto Medical Advertisement.)

The Plot. A pantomimical entertainment in one act and in verse. Ascribed to John Kelly. With music prefixed to each song. London: J. Walls, 1735. 28 pp. Advertising Ward's Pills.

Witchcraft, The, of the 20th Century. (A pretended magazine advertising Sapolio, v. 19, No. 77, Oct. 1903.) Benedict, Edward C.

Wretchedness, The, of living in town; or, the hallucinations of a city man who ought to know better. By one who is it. Profusely illustrated by well-known artists. 39 pp. N. Y. 1900. Thirty-six advertisement pictures with poetical text.

Aids to Our Representatives, the Ambassadors of Business. The London Needle Co., N. Y., 1903, xxii, 198 pp. Illus.

Lyrics of Trade for Christmas and New Year's Holidays. 72 pp. N. Y. 1865.

P. BUSINESS.

Bates, Charles Austin. Cheer Up—Short Talks on Getting Along. 126 pp., N. Y., 1903.

Business Technology. International Correspondence Schools, Scranton, Pa.

Busy Man's Library, The. For the Business Man, for the Advertising Man, for the Professional Correspondent. The Publicity Publishing Co., Chicago, Ill.

Castarede, L. de. Money-making by adwriting. An introduction to the science of publicity. Edited by L. de Castarede. London, Neuman and Castarede, 376 p. illus. 1905.

Cooper, Francis. Financing an Enterprise. 2 vols. The Ronald Press, N. Y. 1908. Deals also with advertising.

Crowdson, Charles N. Business, Building. D. Appleton & Co., N. Y. Treats of Advertising matters.

Eaton, Seymour. How to Do Business as Business is Done in great Commercial Centers. 1896.

Fowler, Nathaniel Clark, Jr. Building Business; an illustrated manual for aggressive business men. Boston Trade Co., 1893. A treatise on advertising. 518 pp. Illus., 7 pl.

Fowler, N. C., Jr. Starting in Life. 1908.

Gamble, William. Business, Straight Talks on. 295 pp. Geo. W. Jacobs, Philadelphia, 1908.

Hatfield, Henry Rand. Lectures on Commerce delivered before the College of Commerce and Administration of the University of Chicago; ed. by Henry Rand Hatfield. Chicago: The University of Chicago Press, 387 pp. 1904.

Lewis, John R.

Hints and helps for business-booming. New and rev. ed. Boston: J. B. Lewis Co., 1899. 128 pp. Illus. M. (G. M.)

How to Do More Business. G. Pitman. London, 1906. 2 pl. vii-viii, 184 pp.

American and Business and Accounting Encyclopedia. 4 vols. The Business Man's Publishing Co., Detroit. Contains matter of value to advertisers.

Business Man's Encyclopedia. The. The System Co., Chicago, 1905. Contains matter of interest to advertisers.

Business Man's Library. Business Man's Publishing Co., Detroit, 1906. Contains chapters of interest to advertisers.

Sparling, E. E. Introduction to business organization, 1906.

ENGRAVING, DRAWING, ILLUSTRATING, ETC.

Knauff, Ernest.

Drawing For Printers. Drawing for Magazines and Newspapers, Lettering, Engraving, etc. Inland Printer Co., Chicago.

Sheldon, Fred M.

Colorist. The Practical. The Owl Press, Burlington, Vt. 1900. 238 pp. Engraving, Its Technics, Usefulness and Cost—as concerns Advertisers. W. Arthur Lydiatt, Brooklyn, 1904.

Engraving, The Yea and Nay of. Barnes, Crosby Co., Chicago, 1901.

Pictorial Annual, The Penrose: The Process Year-Book. Ed. by Wm. Gamble, 144 pp. A. W. Penrose, London, 1906-7.

JOURNALISM, HISTORY OF NEWSPAPERS, ETC.

Archer, Addison.

Journalism, American. Interviews from the Advertiser's Standpoint with prominent American newspaper publishers. Holmes Publishing Co., N. Y., 1898.

Grant, James.

The Newspaper Press. Its Origin, Progress and Present Position. London, 1873.

Hudson, Frederic.

Journalism in the United States, from 1690 to 1872. Harper's, N. Y., 1873.

Hunt, F. Knight.

Fourth Estate, The. Contributions to the History of Newspapers. London, 1850.

North, Samuel Newton Dexter.

History and Present Condition of the Newspaper and Periodical Press of the United States. (Part of the Census Report for 1880.) Washington, 1884. (Much interesting details on Advertising given in this work.)

Shuman, Edwin L. Practical Journalism. N. Y.: Appleton's, 1903.

Wingate, Chas. F.

Views and Interviews on Journalism. N. Y.: F. B. Paterson, 1875.

MAIL-ORDER BUSINESS.

Flower, Sidney.

Mail-Order Business, The: a series of lessons. 104 pp. Chicago, 1902.

Moore's Mail-Order Year Book. W. Clement Moore, New Egypt, N. J. Annually.

Sawyer, Samuel.

Secrets of the Mail-order Trade; a practical manual for those embarking in the business of advertising and selling goods by mail. New York & Waterville, Me.: The Sawyer Publishing Co., 1900. 180 pp.

Swett, Arthur E.

Mail-Order Business, Twenty-five Years in. A. E. Swett, Chicago, 1908.

Swett, Arthur E.

Mail-Order Business, Principles of the. A. E. Swett, Chicago, 1908.

MISCELLANEOUS.

Adams, Joseph H.

Photography in Advertising. Photo Miniature, 1902, N. Y.

Cody, Sherwin.

Letter Writing, Success in. Showing how to get returns from business letters. Chicago, A. C. McClurg, 1908.

Clark, C. S. and Bresel, A.

How to Answer a Want Ad, or How to Apply for a Position.

Hollister Brothers.

Specimen pages from catalogues and booklets designed, engraved and printed by Hollister Brothers. Chicago: Hollister Brothers, 1902. 82 pp. Illus. (partly colored).

Lamborz, B. Leeland Lloyd.

Soap Brand and Trade Mark Record, The. 180 pp. Chas. T. Berrian, N. Y.

Meissner, Paul.

Die moderne Schaufenster-Dekorationen-Kunst der Teppich-Möbelstoff-, Gardinen- und Linoleum-Branche. Illustriertes Handbuch zur praktischen Anleitung effektvoller Schaufenster-Dekorationen. 20 p. 15 il. 12 pl. Darmstadt: "Deutsche Teppich- und Möbelstoff-Zeitung," 1897.

Ludwig, L. E.

Letter Writing, Scientific Business. Publicity Publishing Co., Chicago, 1908.

Nathan, Paul.

How to Make Money in the Printing Business, N. Y., 1901. (Has a chapter on Advertising.)

Phillips, W. B.

How Department Stores are Carried On. 1901.

Proofs, Correcting. For those using printers' ink to stimulate trade. Henry O. Shepard Co., Chicago, 1901.

Smith, Adele M.

Proof-Reading and Punctuation. A. D. Smith, Drexel Institute, Philadelphia, 1902.

Steinbach & Strache, Dresden.

Der moderne Merkantil-Lithograph. Eine Sammlung merkantiler Arbeiten. 19 colored pl. Dresden, 1901.

Steinberger, W. H.

Distributor, The Successful. House-to-House Distributing in all its Phases. Cincinnati, Ohio, 1900.

Tuer, Andrew White.

Old London street cries and the cries of to-day. 137 p. il. 1 pl. London: Field & Tuer, 1885.

Uzanne, Octave i. e. Louis Octave. L'art dans la décoration extérieure des livres en France et à l'étranger. Les couvertures illustrées, les cartonnages d'éditeurs, la reliure d'art, par Octave Uzanne. Paris, Société française d'éditions d'art, L. H. May, 272 pp., 64 pl., 1898.

Wetmore, Edmund (Ed.) Copyright. From Vol. 9. Cyclopedia of Law and Procedure. American Law Book Co., N. Y.

Advertising Records. Perfection Salesman Printing and Publishing Co., Marshall, Mich.

Book of Samples. L. A. Wasserman Co., New York. 1908.

Graphic Arts and Crafts' Year-Book. 300 pp. Annual. The Republican Publishing Co., Hamilton, Ohio.

Street Fair Manual. Merchants' Record Co., Chicago, 1906.

U. S. Experimental Station Office Bulletin 49. 1898. Advertising an Export Station.

NEWSPAPER AND OTHER DIRECTIONS.

Alden, Edwin, & Bros.

American Newspaper Catalogue. 1883.

Ayer's, N. W.

Newspaper Annual, 29th year. Philadelphia, 1908.

Browne, T. B.

Advertiser's A. B. C. The Standard Advertisement and Press Directory. 1070 pp. Maps. London. Annually.

Coggeshall's.

Newspaper Record. List of Newspapers in U. S., Canada and Great Britain. Philadelphia, 1856.

Cook, C. A., & Co.'s.

United States Newspaper Directory. Chicago, 1870.

Dauchy & Co.'s.

Newspaper Catalogue. A List of the newspapers and periodicals published in States and territories and Canada. N. Y., 1896-1905.

Desbarats'.

Newspaper Directory, 1905. Montreal, Can.

Evans'.

Advertising Hand Book: a list of the most desirable advertising mediums in the United States, including the leading religious, agricultural, and literary publications, together with valuable suggestions to advertisers. Boston, 1871.

Freshman, E. N. & Bros.

Advertisers' Manual, containing selected lists of first-class advertising mediums. Cincinnati, 1878.

Fullers' (Chas. H.).

Advertisers' directory of leading newspapers and magazines. Chicago, 1903-1905-6. 3 vols.

Goodrich and Hull's.

Advertiser's Information Book, arranged geographically, with the circulations and general information of all the best daily, weekly and monthly newspapers, magazines and periodicals of U. S. No date.

Heimerdinger, M.

Handbook for Business Men Who Advertise. 1897.

Hubbard's.

Newspaper and Bank Directory of the World. Contains a list of 33,000 newspapers and 15,000 banks. 2 vols. J. P. Hubbard, New Haven, Conn. 1882. Now very unique and interesting.

Kellogg, A. N.

List embracing 1,310 country newspapers of the better class. Chicago, 1884.

Kenny's.

American Newspaper Directory, and Record of the Press. Containing an accurate list of all the Newspapers, Magazines, Reviews, Periodicals, etc., in the U. S. and British Provinces of North America. Also, a concise general view of the Origin, Rise and Progress of Newspapers. Compiled by Daniel J. Kenny. N. Y.: Watson & Co., 102 Nassau st., 1861.

King's.

Journal and Buyers' Guide for the convenience of Publishers, Advertisers, Newspaper Men, etc. New York, 1891.

Lay and Brothers'.

Newspaper Record. Philadelphia, 1856. "The earliest list of newspapers. No fuller list was compiled until that undertaken by George P. Rowell & Co., in 1870."—From Catalogue of The Typothetae of the City of New York. (See Kenny's.)

Lee's.

Directory of Newspapers and Periodicals issued in Every Language in the U. S. and Canada. Chicago.

Lord & Thomas.

Our handy lists for shrewd advertisers; a complete catalogue of newspapers in the United States and Canada which inserts advertisements. Chicago, 1886.

Lord & Thomas'.

Pocket Directory of the American Press. Annually since 1885. Chicago.

McKim & Co.'s.

Canadian Newspaper Directory, 1905. Montreal, Canada.

Mitchell's.

Newspaper Press Directory and Advertisers' Guide. Twenty-sixth annual issue, London, 1871.

Morse's, L. D.

Advertiser's Handy Guide. New York.

Pettingill, S. M. & Co.'s.

Advertiser's Handbook. N. Y., 1885. Printers' Ink Publishing Co.

Rowell's American Newspaper Directory, N. Y., 1869. Annually, etc.

Remington Bros'.

Newspaper Manual; a Catalogue of Newspapers of U. S. and Canada. Pittsburg, 1893.

Rowell, George Presbury.

Men Who Advertise: with American Rate Book, and American Newspaper Directory. N. Y., 1870. Gives an account of successful Advertisements.

Rowell, George P.

Centennial Newspaper Exhibit, Philadelphia, 1876. xvi, 298 pp. N. Y., 1876.

American Newspaper Directory. An Indorsement by 6,000 newspaper editors. G. P. Rowell, N. Y., 1880.

- American Newspaper Reporter. G. P. Rowell & Co., N. Y., 1870.
- Newspaper Advertising, N. Y.: G. P. Rowell & Co., 1880.
- Newspapers Worth Counting. (The Star Galaxy, The Gold Mark Papers, The Roll of Honor, etc.) Printers' Ink Publishing Co., N. Y., 1906.
- Printers' Ink Year Book, N. Y., 1894.
- Selected List of local newspapers. G. P. Rowell & Co., N. Y., 1877.
- Steiger, E. Periodical Literature of the United States. N. Y., 1873.
- Thompson's. Blue Book on Advertising, N. Y. 1901-1907.
- Thompson's. Red Book, N. Y., 1889.
- Sell's. Dictionary of the World's Press. London, 1881.
- Watkin's. Advertising Gazette. Annual. Prospect, Ohio, 1890.
- Willing's. British and Irish Press Guide and Advertisers' Directory. London, 1897.
- Zingg, Charles J. Class and trade papers, omitting religious and agricultural papers and those printed in foreign languages; considered from the advertisers standpoint. A list compiled by the editor of PRINTERS' INK. November, 1902. New York: G. P. Rowell & Co., 1902. 47 p. Published anonymously.
- Advertisers' Guide to Publicity, The Second Edition. Birmingham, Eng., 1887.
- Atlantic Coast List of local country weeklies. N. Y., 1876.
- Golden Dozen, The. Some facts and figures compiled from the American Newspaper Directory of 1901, concerning notable newspapers in the U. S. Evening Wisconsin Co., Milwaukee.
- Leading Newspaper considered from the Advertiser's point of view. Compiled and edited by P. F. 1902.
- National Newspaper Directory and Gazette. Annual. Boston, 1900.
- Newspaper Press Directory and Advertisers' Guide. London. 44th annual issue, 1889.
- Newspaper Press of the United States and Canada. N. Y., 1886.
- MAILS, POSTAL INFORMATION.**
- Mailing Guide and Postal Regulations, Pocket. By W. E. Springer, Secretary National Association of Postmasters. Bookkeeper Publishing Co., Detroit, 1899.
- Haynes, W. Knox. Postal Laws: Relating to Frauds, Lotteries, Improper Literature and Fraud Orders. Chicago, 1908.
- Thomas, John L. Lotteries, Frauds and Obscenity in the Mails. E. W. Stephens, Columbus, Mo., 1900.
- POSTERS, BILLBOARDS, ETC.**
- Alexandre (Arsenè), Spielman (M. H.) and others. Poster, The Modern. N. Y., 1895. (Ser. issue.)
- Bauwens, M. and others. Les affiches étrangères illustrées. Paris, Boudet, 1897.
- Bolton, Charles Knowles. A descriptive catalogue of posters, chiefly American, in the collection of Charles Knowles Bolton, with bibliographical notes, and a bibliography, May, 1895, Brookline, Massachusetts. Boston: W. B. Jones, 1895. 16 p. Bibliography of artistic posters, p. 15-16.
- Reign of the poster; being comments and criticisms. 12 p. Illus. Boston, 1895.
- Bouchot, Henri. L'art dans la décoration du diplôme. Paris: Henri Laurens.
- Ducompey, E. A. Farbige Alphabete und Phantasieschriften in allen Stylarten. Berlin, 1890.
- Fahrenwaldt, C. Moderne künstler-schriften zur anwendung bei plakaten, illustrationen, diplomaten, etc. Zusammengestellt und lithographiert von C. Fahrenwaldt. Leipzig: R. Bauer, 1901.
- Fustier, Gustave. La littérature murale, essai sur les affiches littéraires in France, 1884.
- Hasluck, P. N. (Editor). Signs, Tickets and Posters, How to Write: with numerous engravings and diagrams. 160 pp. Cassell & Co., London, 1896.
- Hiatt, Charles. Picture posters; a short history of the illustrated placard, with many reproductions of the most artistic examples in all countries. London: George Bell and Sons. N. Y.: Mac-Millan & Co., 1895. xvi, 367 pp. Illus. Plates.
- Maillard, Léon. Les menus and programmes illustrés; invitations, billets de faire part, cartes d'adresse, petites estampes, du XVII, siècle jusqu'à nos jours. Paris, 1808. pl.
- Maindron, Ernest. Les affiches illustrées; ouvrage ornée de 20 chromolithographies par Jules Chéret. Paris, 1886. Les affiches illustrées, 1886-95. Paris, 1896. Les programmes illustrés des theatres et des cafés-concerts, menus, cartes d'invitation, petites estampes, etc. Paris, 1897, lv. pl.
- Maindron, Ernest. Les affiches illustrées 1886-1895; ouvrage ornée de 64 lithographies en couleur et de cent deux reproductions en noir et en couleur d'après les affiches des meilleurs artistes. Paris: G. Boudet, 1896. Continued as: Les affiches étrangères illustrées; par M. Bauwens, Paris: G. Boudet, 1897.
- Mucha. Documents décoratifs; panneaux décoratifs. Paris, Lévy, n. d.
- Petzendorfer, Ludwig. Schriften Atlas. Stuttgart; Julius Hoffmann. 1889.
- Pollard, Percival. Posters in miniature: with an introduction by Edward Penfield. 5 p. por. pl. N. Y., 1896.

Richardson & DeLong Bros.
DeLong Hook and Eye Posters.
Richardson & DeLong Publishing Co.
Rogers, W. S.

A Book of the Poster. Illustrated with examples of the work of the principal poster artists of the world. 146 p. 57 pl. 13 colored, 1 por. London: Greening & Co., 1901.

Sponsal, J. L.
Plakat, Das Modern. vii, 316 pp. 54 pl. G. Kuhlmann, Dresden, 1897.

Billposters' Catalogue of an Exhibition. Grolier Club, N. Y., 1890. 12pp.

Graphische Neuheiten; Karten, Vignetten, Umrahmungen, Buchschmuck, Etiketten, Monogramme, Initialen, Zierleisten, Kalender, Plakate. Serie I-II. Friedr. Wolfum & Co. Vienna & Leipzig.

Gunning System vs. City of Chicago; bill for injunction. Billboard case, facts and law. Chicago.

Lancaster (Mass.) Town Library. Exhibition of American Posters, Sept. 1-12, 1896. 17 p. o. 1896. A private collection of 350 posters loaned by its collector, H. Deforest Smith, of Rockland, Me.

Librairie, La; l'édition musicale, la presse, la reliure, l'affiche, a l'exposition Universelle de 1900. Paris Cercle a la Librairie; 1900. 100 pp. 196 illus. 16 portraits, etc.

Modern Poster, The. N. Y.: Charles Scribner's Sons, 1895. 14-117 p. illus. plate. Contents: French posters and book covers by Arsene Alexandre. Posters and poster designing in England by M. H. Spielmann. Italian posters and music book covers by A. F. Jaccaci. American posters, past and present, by H. C. Brunner.

Moderne Schrift, Die. Kanter und Mohr, Berlin, n. d., 54 pl. in 2 vols. Vol. 1 by F. A. Becker, vol. 2 by F. Schweimanns.

Posters in miniature. with an introduction by Edward Penfield. New York: R. H. Russell & Son, 1896. Plates.

Posters, Picture: a short History of the illustrated placards, with many reproductions of the most artistic examples in all countries. xvi, 368 pp., illus. London: G. Bell & Son, 1895.

Rhead, Louis J.
A collection of seventeen photographs of posters designed by Louis P. Rhead. With a portrait of the artist. (Compiled by Andrew B. Bogart.) 17 pl. New York: A. B. Bogart, 1896.

Schenk, L. Ch.
Modern Decorative Art. A collection of original industrial art drawings (and posters), for designers and artists. Part 1. 28 pl. New York, 1890.

International Correspondence Schools. A text-book on lettering and sign painting. Elements of lettering, lettering and sign painting, the formation of letters. Scranton: International Text-book Company, 1902. 246 pp., illus.

Quadrangle Club, The. Catalogue of an exhibition of American, French, English, Dutch and Japanese posters from the collection of Ned Arden Flood. Chicago. 1897.

RATE BOOKS.

Advertisers' Reporter, The. Financial credit or conditional rating of all the principal advertisers in the United States and Canada, and directory of advertising agents. Chicago, 1888. Chesman, Nelson & Co.'s Newspaper Rate Book. St. Louis, 1901.

How to Get the Most for the Money. Advertising Rates for United States and Canada. 256 pp. N. Y.: G. P. Rowell, 1889.

Phillips' Newspaper Rate-Book, N. Y., 1884.

Rates, Current, of Live Publications; giving in compact form the card rates of daily papers, weekly papers, monthly and semi-monthly publications. 141 pp. Fulford, Painter & Forbey, 1901.

SALESMANSHIP, SALES PLANS, ETC.

Allen, James.
As a Man Thinketh; chapters on Salesmanship and Promotion of Advertising. The Science Press, Chicago, 1908.

Bird, Thomas Alexander.
Sales Plans; a collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Chicago: The Merchants' Record Company, 1906. 282 pp., illus.

Corbion, William Amelius.
Salesmanship, The Principles of. Department and System. A text-book for Department Store Use. 380 pp. J. W. Jacobs, Philadelphia, 1907. (The author was formerly with Wanamaker's).

Moody, Walter D.
Men Who Sell Things. 295 pp. A. C. McClurg, Chicago, 1908.

Pierce, Carl Horton.
Salesmanship, Scientific. vi, 208 pp. Holden & Motley, N. Y., 1900.

Russell, Edgar A.
Salesmanship, Ethics and Principles of. The Graphic Co., New York. 1908.

Sheldon, A. F.
Salesmanship, The Science of, and its relation to the Advertising Department. Address delivered before the Atlas Club, Chicago, Nov. 10, 1903. Chicago, 1903.

Financial Success, The Law of. Fiduciary Press, Chicago. 1908. Deals with personal development of business faculties, etc.

SIGNS—SIGNBOARDS, SIGN WRITING, LETTERING, ETC.

Badenoch, James G.
Art of Letter Painting Made Easy. London, 1881. (Weale's rudimentary series).

Blavignac, J. D.
Histoire des enseignes d'hôtels, d'auberges et de cabarets. Geneva, 1879. 546 pp.

Brown, Frank Chouteau.
Letters and Lettering: a treatise with 200 examples by Frank Chouteau Brown. Boston: Bates & Guild Company, 1902. xvlii p., 11., 214 l., illus.

- Butterworth, Charles F.
Sign and Show Card Writing. A series of lessons. Chicago: Dry Goods Reporter Co., 1899. 64 pp. illus.
- Callingham, James.
Sign Writing and Glass Embossing; a complete, practical, illustrated manual of the art. A new ed., to which is added the art of letter painting made easy, by J. G. Badenoch. Philadelphia, 1900. 258 pp., illus., pl.
- Chase, B. F. Co.
High Art Sign Makers; World's Columbian Exposition souvenir. 1893.
- Davidson, Ellis A.
A Practical Manual of House-Painting, Graining, Marbling, and Sign-writing. 5th ed. London, 1888.
- Erhart, J.
Der Schaufenster-Dekorateur. Frankfurt A. M., 1895.
- Fournier, Edouard.
Histoire des enseignes de Paris. Paris, 1884.
- Grand-Carteret, John.
L'enseigne; son histoire, sa philosophie, ses particularités. 1902. Libr. Dauphinoise. Grenoble.
- Hasluck, Paul Nooncree (ed.)
Glass Writing, Embossing and Fascia Work (including the making and fixing of wood letters and illuminated signs), with numerous engravings and diagrams. London and New York: Cassell and Co., 1906. 160 p., illus. ("Work" handbooks).
- Hasluck, Paul Nooncree.
How to Write Signs, Tickets and Posters, with numerous engravings and diagrams, ed. by Paul N. Hasluck. London and New York: Cassell & Co., 1903. 160 p. illus. 21st thousand.
- Hindley, Charles (ed.)
Tavern Anecdotes and Sayings, including the origin of signs. 1881.
- Hunn, C.
Die Praxis des Firmenschreibers. Vorlagen für Druck, Cursiv und Zierschriften in allen Wylarten, Biespiele für Darstellung derselben in Text und Schildern, Embleme, Kartuschen, Bänder und Wappen mit erläuterndem Text über Form, Einteilung, Verhältnisse und Arrangement der Schriften. Zum praktischen Gebrauch für Schilder, Maler, Schrift-Fabrikanten, Kalligraphen, etc. Vierte vermehrte Auflage. Nebst einem Anhang: Moderne Plakat-Schriften. 2 vol. pl. colored pl. Berlin: M. Spielmeyer, 1899.
- Hunn, C.
The Practical Sign Painter; designs of Roman and fancy letters of all styles. New York, 189—
- International Correspondence Schools.
A text-book on show-card writing. Show-card writing, show-card design and ornament, letter formation. Scranton: International Text-book Company, 1903, illus., plates partly col.)
- Larwood, Jacob (L. R. Sadler) and Holten, John C.
Signboards, History of, from the earliest times to the present. 100 illus. London, 1866.
- Moderne Schriften.
Moderne Schriften und Alphabete. Entworfen und ausgeführt (in der K. Kunstgewerbeschule zu Leipzig) unter Leitung von Prof. Paul Naumann, Prof. M. Honegger. u. A. 15 pl. 14 colored. Berlin: M. Spielmeyer 1897-1900.
- Mulier, E.
Lettres et enseignes: art nouveau, par E. Mulier. Dourdan, C. Juliot, 190— 10 p., 28 col. pl.
- Norman, Philip.
London Signs and Inscriptions, with an introduction by H. B. Wheatley. 20—237 p. il. 1 pl. O. London, 1893. (Camden Library).
- 20—237 p. il. 1 pl. O. London, 1897. (Antiquary's Library).
- Price, Frederick Hilton.
The Signs of Old Lombard Street; with illustrations by James West. London, 1887.
- Price, Frederick Geo. H.
Signs of Old Lombard Street, with illustrations. London, 1902. 207 pp. Revised ed.
- Steeley, Frank.
Lettering for schools and colleges, for the office and workshop. Containing 42 complete alphabets, with sets of numerals, including initials, monograms, etc. Designed and compiled by Frank Steeley. London: G. W. Bacon & Co., 1902.
- Strange, Edward F.
Alphabets—A Handbook of Lettering. Geo. Bell, London.
- Strong, Charles Jay.
The Art of Show Card Writing; a modern treatise on show card writing, designed as an educator in all branches of the art. With two hundred and fifty-six illustrations and thirty-two lettering plates, comprising all the standard ancient and modern styles. Detroit: The Detroit School of Lettering, 1907. 2 p. l., 7-209 p. illus.
- Sadler, L. R. and Hotten, John C.
The History of Signboards, from the earliest times to the present day. London, 1866.
- Sutherland, W. and Sutherland, W. G.
The Sign Writer and Glass Embosser. London, 1898. 62 p., illus., pl.
- Advertiser, The American; designed for the cards and advertising of merchants and manufacturing establishments. 5th ed. N. Y.: Pratt, Lewis & Co., 1851.
- Card-writer's Charts, The. Merchants' Record Co., Chicago, 1906.
- Some Illustrations of Olde London as Quaintly Illustrated. Advertisements, Shop Signs, and Curious Old Houses of the XVIII Century. London, 1894. Privately printed for F. Corman.
- SHOW WINDOWS—WINDOW DRESSING.
- Apel, Hermann.
Moderne farbige Reclame-Schriften Arrangements. Unter besonderer Berücksichtigung d. Farbenbestimmung entworfen und theils in der Praxis ausgeführt im Atelier für Decorationsmalerei von Hermann Apel, Konstanz. 55 Tafeln. Berlin: M. Spielmeyer 55 col. pl., 1904.
- Bauer, Alfred Gay.
The Art of Window Dressing for

Grocers; designed and prepared by A. G. Bauer, manager of the Advertising Department of Sprague, Warner & Company, Chicago, 1902. Advertising matter interspersed. 132 pp. illus. Daly, J. J.

Window Dressing, 1899.

Fraser, A. V. and others.

Window Dressing from A to Z. Chicago, 1901. 157 p., illus.

Henderson's Sign Painter; a compilation of the very best creations from the very best artists in their specialties, embracing all the standard alphabets; also all the modern and fashionable styles of the times. Newark, N. J.: R. Henderson, 1906.

Koester, Albert A.

The Koester System of Draping; a comprehensive self instructor in the art of draping dress goods, showing the most approved methods of arranging fabrics for commercial display, by Albert A. Koester, Chicago: The Merchants' Record Co., 1906.

Scranton, Pa., International Correspondence Schools. Commercial decoration. 4v. il. pl. Scranton, 1903-5. (In its International library of Technology. 1903-5. v. 63-66).

v. 63 Backgrounds.

v. 64 Dress goods, white goods, clothing.

v. 65 Men and women's furnishings; house furnishings.

v. 67 Miscellaneous merchandise decorations; collection of artistic displays; illumination and motion in displays; fixtures and useful information; window decorations.

Schwenzer, Max.

Plakatschrift, in einigen Stunden erlernbar zum Selbst-Anfertigen von Schildern jeder Art für Fenster-Dekorationen, Auszeichnungen, etc. Herausgegeben von Max Schwenzer. Duisburg a. Rhein, M. Schwenzer, 1903.

Stump, Charles A. and Wilson J.

The advertiser's compendium. Over twelve hundred ad headings for dry goods, carpets, furniture, clothing, millinery, groceries, shoes, jewelry, china. Ashtabula, O.: The Advertising World Company, 1900. 396 pp.

Thompson, William Alexander.

Modern Show-Card Lettering, Designs and Advertising Phases; a practical treatise on up-to-date pen and brush lettering, giving instruction respecting many styles of alphabets, shading, spacing, figures and show-card designing. Rev. ed. Pontiac, Mich.: W. A. Thompson, 1906. 112 p. illus.

Tracy, Charles A.

The Art of Decorating Show Windows and Interiors; a complete manual of window trimming, designed as an educator in all the details of the art, according to the best accepted methods. 3d ed. Chicago: The Merchants' Record Company, c. 1906. 403, 7 p., illus.

Practical Window Dressing for Shoe Stores; a series of prize articles. New York, 1896. pl.

Show Windows and Interiors; Art of Decorating. 3d ed. 400 pp. 60 ill. Merchants' Record Co., Chicago. 1906.

SPECIAL DIRECTORIES.

American Advertising Directory, The, for manufacturers and dealers in American goods, for the year 1831. New York: Jocelyn, Darling & Co., 1831. iv p., 1 l., 395, 1 p.

Iron Age Directory; a classified index of goods manufactured by advertisers in the Iron Age. New York: D. Williams Co., 1902-07.

Business Facts for Advertisers; a collection of dates on Press and Outdoor Publicity, useful to all interested or engaged in the business of Advertising. S. H. Brown, 1906, London.

Directory of Daily Newspapers of United States and Canada, represented in N. Y. of the Daily Newspapers Advertising Representatives' Association of New York. 28 pp. 1902.

McKittrick Index. McKittrick's Advertising Directory, 1908. N. Y., 108 Fulton st.

TYPE—TYPOGRAPHY.

Carnell, Ambrose S.

Concerning Type. 64 pp. A. S. Carnell, N. Y. 1906.

French, George.

Printing in Relation to Graphic Art. 118 pp. Profitable Advertising, Boston.

De Vinne, Theodore.

Typography, The Practice of. A Treatise on the Processes of Type-making, the Point System, the Names, Sizes, Styles and Prices of Plain Printing Types. The Century Co., 1902.

American Manual of Typography, The. Treating of commercial and advertising typography, the preliminary sketch, spacing, ornamentation, type-faces, appropriateness, booklets, novels, pamphlets, programmes, display cards, paper, etc. 180 pp. 300 reproductions in colors. Oswald Publishing Company, N. Y.

Printer's Vade Mecum, The. For use of Advertising Agents. H. O. Shepard Co., Chicago.

Printing, Vest-Pocket Manual of. (From preparation of copy to putting to press. Much useful matter for advertisers.) H. O. Shepard Co., Chicago.

Typography, Press Work. Geo. H. Ellis Co., Boston.

PRICE CUTTING.

Making a cut in price to secure a customer is a grievous mistake, as it is impossible to get the right price again, and the customer is never satisfied, as he always feels that he is getting an inferior article. How can you expect a customer to have faith in your goods if you have no faith in them yourself? Make as good goods as you can, get them where you feel they are right, and then have backbone enough to demand a fair price for them. It is self-evident, and an admission on your part, that your goods are not up to the standard when you cut the established price.—W. H. Keig in *Baker's Helper*.

WHO'S WHO AND WHERE-FORE.

HERMAN RIDDER—THE "STAATS-ZEITUNG" OF NEW YORK CITY.

Among leading journalists in New York City there is an effort to assert themselves in other occupations than printing newspapers. Through the list of all the editors and newspaper owners there appears a divided faith and interest, but in Herman Ridder, of the *Staats-Zeitung*, there is a journalist that stands alone.

In the old days there was Oswald Ottendorffer, who fled out of Germany in the troubles of 1848, at the time when Carl Schurz and scores of others came to the land of the free, before a man named Wachorn escaped from the tyranny of Europe to set up a worse one under the ægis of the American Eagle. It is only a casual comment, but if Wachorn had been guardian of immigration under such laws as now exist Carl Schurz and Oswald Ottendorffer would have been deported and America would have lost the services of two of its most useful citizens. Nor could Franz Seigel, nor General Brimmerhoff ever have entered the country. For obvious reasons the German patriots were journalists for the most part, because it was the only warfare they could wage against tyranny. They had no fleets nor armies at command, but they had burning words enlisted in the cause of liberty, and they sought their first and easiest expression in newspapers, and so many of them became newspaper writers, and by natural consequences journalists and owners of newspapers.

It is not strange that they addressed in their native tongue the large body of German people in America. Nor is it altogether strange that as journalists they have continued to do so. This is a cosmopolitan people, with a great tendency to the English speech, but the laws that govern that movement are by no means absolute. Nor are there any laws

that are assertive that look toward the elimination of papers published in foreign languages.

Among the first and best of these is the *Staats-Zeitung* of New York, printing morning, evening and weekly editions, and holding its own peculiarly and distinctively upon the best grounds of journalistic merit in face of all rivalry. It was this paper that Oswald Ottendorffer edited after it had been founded by Herman Uhl, and maintained until his death, and that Herman Ridder now conducts.

The principles of the *Staats-Zeitung* are not avowed in words, but they are declared in its daily policy, from which almost any

UNDISPUTED.

It is not disputed that THE RECORD-HERALD has a larger net sold circulation than any other two-cent paper in the United States, morning or evening, and it is the only morning paper in Chicago which freely gives information about its circulation.

Lincoln Freie Presse

GERMAN WEEKLY,
LINCOLN, NEB.

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

Circulation 149,281

RATE 35 CENTS.

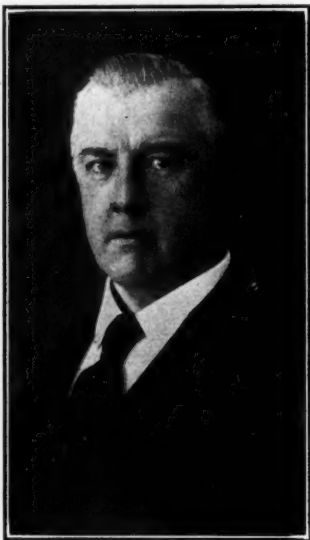
newspaper can gather the lesson of decency, truthfulness and dignity.

Of course, during Oswald Ottendorffer's life the paper was his individual expression. It was the last period of individual journalism. There are really great journalists to-day, just as there was a generation ago. But their personality is much masked by the commercial quality which has thrown the business man into the limelight. There is J. C. Reick, "Massa" Colonel Watterson and Thomas Rapier of New Orleans, who still run and edit newspapers, any one of whom could be measured up with the Raymonds, the Bennetts, the Greeleys, the Danas, the Storeys and the Medills of a past generation, except for this reason,—the business end of the paper does not permit them to be seen; and in this list is Herman Ridder.

After all Herman Ridder cannot claim exact relation with those expatriates from Germany like Carl Schurz, because he was born in this country. Still his school of thought, and the quality of education he had entitled him to belong to that body. So he has continued a Teutonic journalist, following the traditions of Mr. Ottendorffer, addressing daily in the German tongue a clientele of readers who speak or even think as fluently in the English as he does himself, but doing it always as wisely, as conservatively and as liberally as the best critical magazine published in America, whatsoever its period.

His history is rather exceptional for a boy born in New York City. For it is a fact that New York birth furnishes but few citizens of eminent life. There isn't, perhaps, an eminent pulpit orator nor a great banker, a promoter nor a captain of industry nor a lawyer in the front rank, nor a great doctor in all of our city that was born in it. Merchants, yes, and famous policemen, and big politicians, but they are local. So in other respects Herman Ridder stands

alone. He took up business early, an errand boy at eleven—an insurance agent until twenty—always enterprising. In 1878 he established the *Katholiches Volksblatt* and the *Catholic News* in 1885. In 1891 he became connected with the *Staats-Zeitung*, which continued absolutely under Mr. Ottendorffer's direction until his death in 1900. The paper has always been independent Democratic in politics. One may feel certain that whatever side and whosever cause it espouses the best of reasons exist for its



HERMAN RIDDER.

faith. How very few papers could claim as much.

In the meantime, apart from politics he has kept his paper fully abreast with the times. As an advertising medium it carries a large body of wants and four-line ambitions, and has a limited clientele of department stores publicity. It is a family paper now. Mr. Ridder married a sister of Justice Edward B. Amend, of the Supreme Bench of New York State, two of whose brothers are counsel for the *Staats-Zeitung*. His own three

sons are vice-president, secretary, and treasurer respectively of the corporation, but Herman himself is master in this community.

He is a serious-minded man, a director and the treasurer of the Associated Press, president of the American Newspaper Publishers' Association, a member of numerous clubs, and especially of those which have little or no frivolity. He is an active and useful member of such organizations as the Charity Organization Society, and particularly of those charities which put a check upon mendicancy and spell their purpose with a big R when they apply the word reform to their aims. Altogether Herman Ridder is a valuable member of the community in which he lives, and is the real earnest and serious journalist of New York, believing in his profession and keeping it always clean.

BUTTON, BUTTON. WHO'S GOT THE BUTTON?

When a man's head goes wrong it's mighty hard to predict just how he will decide to advertise that fact to his loving friends. Sometimes he contents himself with rising smilingly from the dinner table and carving his mother-in-law instead of the turkey. Sometimes, he sizes himself up as he really is, gets a good, fair, unbiased view of himself, and is so excited by the prospect that he kills the cook, sets fire to the house, throws away his clothes and jumps off the dock, having previously administered arsenic and a thirty-eight caliber revolver with the other hand.

DO YOU KNOW THAT J. A. MITCHELL, THE EDITOR OF LIFE, SAYS THAT IF YOU USED INSECT POWDER IN YOUR ROOMS YOU WOULDN'T HAVE 'EM CRAWLING AROUND ON YOUR COAT?

IF YOU GOT THAT IN THE MAIL WHAT WOULD YOU THINK THEY WERE TRYING TO DO TO YOU?

The advertising world has been invaded during the last twelve months by a gentleman of pleas-

The Des Moines Register and Leader has regular paid subscribers in 1037 of the 1151 Iowa cities and towns which have a population of 100 or over.

All Iowa is covered in a comprehensive manner, daily and Sunday, by The Register and Leader. It is the *only* newspaper having a *State-wide* circulation in Iowa.

**Sworn Average Circulation,
Net Paid:**

1907, 30,473 copies

MARCH

1908, 32,100 copies

antly unbalanced intellect, who, so far, has been able to maintain a successful incognito. When the wheels in his head began to annoy him he apparently decided to run amuck among the advertisers as a light recreation. He is an anonymous letter writer of mean ability, very small vocabulary and of uncommendable industry. As a word painter his style is characterized by a pleasant air of paranoia, occasionally blended with something that sounds suspiciously like humor. It is not an agreeable form of humor, and it is not a fair form of humor, as he intentionally leaves no loophole for the retort courteous, probably suspecting that it would take the form of a night-stick and the third degree, if it ever reached a practical point.

Four of the leading publishers have, so far, been made victims of his pleasantries: Mr. Mitchell of *Life*; Mr. Scott of the *Century*; Mr. Hazen of the *Woman's Home Companion* and the *Century*, and Mr. Ridgway of *Every-*

body's Magazine. All have been constrained to make explanations more or less in consequence. He does not wish to show any partiality for Mr. Hazen of the *Century* as against Mr. Hazen of the Crowell Publishing Co., as he addresses him at both 17th street and 24th street. In the case of Mr. Mitchell the matter has been going on for over a year, and the anonymous one was apparently so well pleased with his successful performance and his ability to keep out of the hands of the police, that he decided to broaden his field of effort and start a syndicate for vilification. His letters are almost always uniform in appearance, consisting of some five or six lines on a small sheet of paper, printed apparently from rubber type in a purple ink. The writer shows a wide acquaintance with the advertising field, and apparently has easy access to lists of advertisers that are up to date. In some instances he has known the advertiser's identity and home address, even where there was nothing published to in any way connect him with his advertised product.

HERE'S SOMETHING MR. HAZEN DIDN'T SAY:

DO YOU KNOW THAT GEORGE H. HAZEN, THE PUBLISHER OF THE WOMAN'S HOME COMPANION, SAYS YOU ARE A STUFFY, "RAISED-BY-HAND" KIND OF A NINCOMPOOP, AND THE CONCEIT ON YOUR FACE WOULD GIVE A KODAK THE STOMACH ACHE !

His style gives him so much pleasure that he seldom varies it. He attributes a scurrilous remark, aimed at the advertiser, to the publisher, and turns it off with a neat bit of flippancy that would be incongruously funny if it were not so bitter and mean.

Most men on getting one of these anonymous little screeds have laughed, and either re-mailed the missive to the publisher or tossed it into the waste basket, and have written joking him

about his unknown friend. In some cases it is believed the recipient has been slightly disquieted. Of course, it would be pleasant to know that the writer was

MR. SCOTT WAS MADE THE VICTIM OF THIS PLEASantry:

DO YOU KNOW THAT FRANK SCOTT THE PUBLISHER OF THE CENTURY, SAYS HE WOULD HATE TO LOOK AS MEAN AS YOU DO ! THAT YOU LOOK AS THOUGH YOU'D SELL YOUR OWN GRANDMOTHER FOR FIFTY CENTS ?

placed in a fine, commodious retreat for the hopelessly insane, copiously supplied with paper, pens and ink, with which to libel his wardens, but failing this, the next best thing is to give the matter wide enough publicity so that, in case of any renewed efforts, the recipient will be cheered by the knowledge that he has not been left off a good mailing list rather than being discomfited by the impertinence of the attention shown him.

ONE THAT MR. RIDGWAY HAD TO SQUARE HIMSELF ON:

DO YOU KNOW THAT E. J. RIDGWAY THE PUBLISHER OF EVERYBODY'S MAGAZINE, SAYS THAT IT'S SURPRISING TO SEE A NINCOMPOOP LIKE YOU SUCCESSFUL ? "A FOOL FOR LUCK," SAYS HE.

It is regrettable that the anonymous gentleman is not a more conscientious worker, but he seems to be fully imbued with the artistic temperament and is only able to work by fits and starts, which makes him a particularly illusive proposition. His apparent method is to deliver an armful of mail at some unsuspected spot and then retire to the strict privacy of his home until the excitement has blown over, after which he makes another daring

"Dry Goods"

Edited by
Max Jägerhuber.
The fastest growing class
paper in the world; eighty
travelers now active in
securing subscriptions.

Its independence, its principles, its national character, make it a favorite everywhere. Its news, its style and fashion service is matchless. The biggest purchasing power one buyer says, and hundreds of others will follow:

"Fortunate to Have DRY GOODS."

F. P. SMITH, 37 Fifth Avenue—"I am more than pleased with your publication, and find it of immense value when I care to find out what the trade is doing, or what it is most likely to do. There is no doubt but that the trade has the utmost confidence in your opinions and forecasts, and that your editorial matter is lively and interesting. I am surprised that a journal with such a fine typographical finish can be offered so cheaply. One number is worth the whole subscription price. The trade is indeed fortunate in having such a powerful organ devoted to its interests."

Sub., \$1 per year. Adv., \$100 a page, \$50 half page, \$25 quarter page.
DRY GOODS PUBLISHING CO., 172 Fifth Ave., New York

little sally into an entirely different section of the city and again starts the trouble going.

It is needless to say that none of the publishers involved have ever, at any time, said any of the things credited to them by this monomaniac. At the same time, there is never any way of knowing what sting an anonymous letter may leave behind it, and it is best for every one concerned to know, in case there should be any recurrence of the nonsense, that it is merely the work of somebody with a clearly unbalanced mind and an insane grouch against the publishing and advertising world.

"Do You Know the Modern Farmer?" This is the question asked of advertisers by the *Ohio Farmer* upon the cover of a booklet just issued, and inside there is given a lot of information about this gentleman. Just now he is buying stocks and bonds advertised in farm papers, much to the satisfaction of the bond houses which were persuaded to try this sort of advertising.

The last meeting of the year of the Ad Men's Club of Boston will be held to-night. The evening will be devoted to a minstrel show, the actors being club members.

The Dayton, Ohio, *Journal* is preparing to observe its centennial anniversary this year.

LAME SELLING.

THE DEKALB EXCHANGE BANK,
DEKALB, Texas, April 4, 1908.

Editor of PRINTERS' INK:

I have just read the article in your issue of April 1st on "Negligence with Correspondence," and it appeals to me with more or less force, as we have just run up against something of this kind ourselves.

We have been using the Remington typewriter, and will have to buy a second machine in the near future. The advertising of a certain well known visible typewriter had convinced me that we wanted this machine. We wrote the State agency, stating that we would purchase a machine within the next ninety days, and requested them to send us a catalogue, and stated among other things that we were using the Remington, but before purchasing another machine, we wanted to investigate their machine, as we were very favorably impressed with what we had learned of it.

From the experience we had had with the agents of other machines, we expected a letter stating that they would be glad to demonstrate their machine to us, or possibly place a machine with us on trial, as practically all other agents are glad to do.

Instead of this, we received a Multigraph form letter, with our name filled in, which in no sense of the word was an answer to our letter, but simply gave some information about how large a factory they operated, etc. It was very hard to distinguish this letter from a genuine typewritten one, but as we are the owners of a Multigraph, we can easily distinguish it.

We may buy one of these machines, but if we do, it will be because we feel that the machine is superior to all others, and would only be spiting ourselves in not buying it.

Very truly yours,
W. D. SANDERS, Cashier,
DeKalb Exchange Bank.

It's a reasonable proposition that an advertised shoe or other article is superior to the one which isn't advertised. Pass the word along.—*Boot and Shoe Recorder*.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caution are accepted from publishers who, according to the 1907 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1907 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1908 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (★).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham, Ledger, dy. Average for 1907, 21,561. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1907, 9,464. The afternoon home newspaper of its city.

ARIZONA.

Phoenix, Republican, daily aver. 1907, 6,519. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

CALIFORNIA.

Los Angeles, Evening News, Guarantee an average daily circulation in excess of 24,000.

★ **Oakland,** Enquirer, Average 1907, 28,429; Feb. 1908, 49,118. Largest circulation in Oakland guaranteed.

COLORADO.

Denver Post. Circulation—Daily 59,008. Sunday 84,411. The figures Tell RESULTS.

★ The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Bridgeport, Evening Post, sworn daily, year 1907, 11,945. Sworn daily, Dec. 12, 478.

★ **Bridgeport,** Morning Telegram, daily. Average for Mar. 1908, sworn 12,176. You can cover Bridgeport by using Telegram only. Rate 1½c. per line, flat.

Meriden, Journal, evening. Actual average for 1907, 7,580. Average for 1907, 7,748.

Meriden, Morning Record and Republican. Daily average 1906, 7,672; 1907, 7,769.

New Haven, Evening Register, dy. Annual sworn aver. for 1907, 15,720; Sunday, 12,104.

New Haven, Palladium, dy. Aver. '06, 9,549; 1907, 9,842. E. Katz, Special Agent, N. Y.

New Haven, Union. Average 1907, 16,548. E. Katz, Sp. Agt., N. Y.

New London, Day, ev'g. Aver. 1906, 6,104; average for 1907, 6,547. (Gives best results.)

Norwalk, Evening Hour. February circulation exceeds 3,400.

Norwich, Bulletin, morning. Average for 1907, 5,920; 1906, 6,559; January 1908, 7,488.

Waterbury, Republican, Av. 1907, 6,588 morn.; 4,400 Sunday. Feb. '08, Sun., 5,922.

DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. Daily average for 1907, 35,486 (© ©).

FLORIDA.

Jacksonville, Metropolis, dy. Average 1907, 10,860. E. Katz, Special Agent, New York.

GEORGIA.

Atlanta, Journal, dy. Av. 1907, 51,144. Sunday 56,882. Semi-weekly 63,275. The Journal covers Dixie like the dew.

IDAHO.

Boise, Evening Capital News, d'y. Aver. 1907, 5,565. Actual circulation, Dec. 31, 1907, 6,070.

ILLINOIS.

Aurora, Daily Beacon. Daily average for 1905, 4,590; 1906, 6,454; 1907, 6,770.

Calre, Citizen. Daily average 1st 6 months, 1907, 1,855.

Chicago, The American Journal of Clinical Medicine, mo. \$2.00, the open door to the American Doctor, and through him to the American Public. Av. circ'n for past 3 years, 40,000.

Chicago, Breeder's Gazette, weekly. \$2. Aver. circulation for year 1906, 70,000. For year ended Dec. 26, 1907, 74,755.

Chicago, Commercial Telegraphers' Journal, monthly. Actual average for 1907, 15,006.

Chicago, Dental Review, monthly. Actual average for 1906, 4,901; for 1907, 4,018.

Chicago, Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago, National Harness Review, monthly. 5,000 copies each issue of 1907.

Chicago, Record-Herald. Average 1907, daily 161,464, Sunday 216,464. It is not disputed that The Chicago Record-Herald has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

★ The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The Tribune is the only Chicago newspaper receiving (©©).

Joliet, Herald, evening and Sunday morning. Average for year ending April 30, 1907, 7,871.

Peoria, Evening Star. Circulation for 1907, 21,659.


INDIANA.

Evansville, Journal-News. Ar. for 1907, 18,188. Sundays over 18,000. E. Katz, S. A., N.Y.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1907, 26,112.

Princeton, Clarion-News, daily and weekly. Daily average 1906, 1,501; weekly, 2,548.

Richmond, The Evening Item, daily. Sworn average net paid circulation for twelve months ending Dec. 31, 1907, 5,089. A circulation of over 5,000 guaranteed in all 1907 contracts. The item goes into 80 per cent of the Richmond homes. No street sales. Uses no premiums.

 The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend, Tribune. Sworn average Jan., 1908, 9,595. Absolutely best in South Bend.

IOWA

Burlington, Hawk-Eye, daily. Arer. 1907, 8,987. "All paid in advance."

Davenport, Times, Daily aver. Mch., 18,957. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily, Lafayette Young, Publisher. Circulation for 1907, 41,582. Rate 70 cents per inch, flat. If you are after business in Iowa, the CAPITAL will get it for you. First in everything.

KANSAS.

Hutchinson, News, Daily 1906, 4,260; 1907, 4,670. E. Katz, Special Agent, N. Y.

Lawrence, World, daily. Actual average for 1907, 4,317.

Pittsburg, Headlight, dy and wy. Average 1907, daily 6,228; weekly 5,547.

KENTUCKY.

Lexington, Leader. Ar. '06, egg, 5,157. Sun. 6,708; for '07, eve'y, 5,890, Sy. 7,102. E. Katz.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1907, 1,291,488.

Augusta, Maine Farmer, w'kly. Aver. for 1907, 14,126. Rates low; recognized farmers' medium.

Bangor, Commercial. Average for 1907, daily 10,018; weekly, 25,422.


Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1907, 8,012.

Portland, Evening Express. Average for 1907, daily 18,514. Sunday Telegram, 8,855.

MARYLAND.

Baltimore, American. Daily average for 1907, 75,652; Sun., 91,209. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1907, 77,748. For March, 1908, 88,008.

 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Evening Transcript (©©). Boston's tea table paper. Largest amount of week day adv.

Boston, Globe, Average 1907, daily, 151,844; Sunday 308,308. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.

Boston, Post, Average 1907, daily, 242,980; Sunday, 226,708. Not over two morning papers in the country equal this circulation. Including morning, evening and Sunday papers in comparison, not over six American newspapers approach the circulation of the Daily and Sunday editions of The Boston Post. "Grow with us in 1908."


    

Lynn, Evening Item. Daily sworn av. year 1907, 15,068; 1907, average, 16,522. The Lynn family paper. Circulation unapproached in quantity or quality by any Lynn paper.

Worcester, L'Opinion Publique, daily (©©). Paid average for 1907, 4,586.

MICHIGAN.

Bay City, Times, evening. Average for 1907, 11,054 copies, daily, guaranteed.

 Jackson, Patriot, Average December, 1907, 8,527; Sunday, 9,529. Greatest net circulation. Verified by Association of American Advertisers. Sworn statements monthly. Examination welcomed.


Saginaw, Courier-Herald, daily, only Sunday paper, aver. for 1907, 14,749. Exam. by A. A. A.

Saginaw, Evening News, daily. Average for 1907, 20,537; March, 1908, 20,875.

MINNESOTA.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Aver. for 1907, 83,074.

Minneapolis, Farm Stock and Home, semi-monthly. Actual average 1907, 87,187; average for 1908, 100,244; for 1907, 102,588.

 The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis, Journal. Daily and Sunday (C). In 1907 average daily circulation, 74,861. In 1907 av. Sunday circ., 73,573. Daily average circulation for Mch., 1908, 78,782. Average Sunday circulation for Mch., 1908, 76,896. The absolute accuracy of the Journal's circulation statements is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any paper in its field and to reach the great army of purchasers throughout the Northwest. The Journal brings results.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1907, 54,262.

CIRCULAT'N Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Old est Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1907, was 76,608. The daily Tribune average per issue for the year ending December, 1907 was 101,165.

St. Paul, Pioneer Press. Net average circulation for 1907—daily 55,716. Sunday 25,465. The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona, Republican-Herald. Av. June, 4,616. Best outside Twin Cities and Duluth.

MISSOURI.

Joplin, Globe, daily. Average 1907, 17,080. E. Katz, Special Agent, N. Y.

St. Joseph, News and Press. Circulation 1907, 87,888. Smith & Thompson, East. Reps.

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Aver. 11 mos. 1907, 10,655 (C). Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower, mo. Actual average for 1907, 104,666.

MONTANA.

Missoula, Missoulian. Every morning. Average 12 months ending Dec. 31, 1906, 5,107.

NEBRASKA.

Lincoln, Deutch-American Farmer, weekly. Average 1906, 141,859.

Lincoln, Freie Presse, weekly. Actual average for 1906, 142,989.

NEW HAMPSHIRE.

Nashua, Telegraph. The only daily in city. Average for 1907, 4,371.

NEW JERSEY

Asbury Park, Press. 1907, 5,076. Gained average of one subscriber a day for ten years.

Camden, Daily Courier. Actual average for year ending December 31, 1907, 9,001.

Elizabeth, Journal. Av. 1905, 6,515; 1906, 7,547; 1907, 8,511; Jan., '08, 9,479.

Jersey City, Evening Journal. Average for 1907, 24,536. Last three months 1907, 25,928.

Newark, Eve. News. Net dy. av. for 1906, 65,023 copies; for 1907, 67,195; Jan. 69,839.

Trenton, Evening Times. Av. 1906, 18,257; aver, 1907, 20,370; last 1/4 yr. '07, aver 20,409.

NEW YORK.

Albany, Evening Journal. Daily average for 1907, 16,555. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. Daily average for year 1907, 52,697.

Buffalo, Courier, morn. Av. 1907, Sunday, 91,447; daily, 51,004; Enquirer, even., 84,570.

Buffalo, Evening News. Daily average 1905 94,690; for 1906, 94,742; 1907, 94,842.

Mount Vernon, Argus, evening. Actual daily average for year ending Feb. 29, 1905, 4,874.

Newburgh, News, daily. Average circulation first quarter 1908, 6,088; over six times other Newburgh papers.

New York City.

New York, Army and Navy Journal. Est. 1863. Actual av. for '07, 9,534; av. Jan. '08, 10,125.

Automobile, weekly. Average for year ending Dec. 28, 1906, 15,312.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1907, 5,784.

Benziger's Magazine, the only popular Catholic Family Magazine published in the United States. Circulation for 1907 64,416; 50c. peragate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1906, 26,611 (C).

El Comercio, mo. Spanish export. J. Shepherd Clark Co. Average for 1907, 8,888—sworn.

Music Trade Review, music trade and art weekly. Average for 1907, 4,709.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1838. Actual weekly average for 1907, 7,269.

The People's Home Journal. 564,416 mo. 3rd Literature. 458,666 monthly, average circulations for 1907—all to paid-in-advance subscribers. F. M. Lupton, publisher, Inc.

The Tea and Coffee Trade Journal. Average circulation for year ending Mar. 1908, 9,480; Mar. 1909, issue, 10,500.

The World. Actual aver. for 1907, Morn., 245,442. Evening, 405,172. Sunday, 248,885.

Schenectady, Gazette, daily. A. N. Lietz. Actual average for '06, 15,509; for '07, 17,152.

Syracuse, Evening Herald, daily. Herald Co. pub. Aver. 1906, daily 22,206. Sunday 40,064.

Troy, Record. Average circulation 1907, 20,168. Only paper in city which has permitted A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1906, 2,625.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1907, 14,889.

NORTH DAKOTA.

Grand Forks, Normanden. Av. yr. '05, 7,201. Aver. for year 1906, 8,180.

OHIO.

Akron, Times, daily. Actual average for year 1906, 8,977; 1907, 9,551.

Ashabula, Amerikan Sanomat. Finnish. Actual average for 1906, 10,690.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1907, 74,911. Sunday, 88,573; March, 1908, 78,850 daily; Sun., 86,885.

Coshocton, Age, daily. Net average for past six months to March 1, 1908, 8,285.

Dayton, Journal. First six months 1907, actual average, 24,196.

Springfield. Farm and Fireside, over 1/2 century leading Nat. agricult'l paper. Cir. 445,000.

Warren. Daily Chronicle. Actual average for year ending December 31, 1906, 2,634.

Youngstown. Vindicator. D'y. av. '07, 14,768; '8y, 10,917; LaCoste & Maxwell, N.Y. & Chicago.

OKLAHOMA.

Ardmore. Ardmoreite, daily. Average for 1906, 2,445.

Muskogee. Times-Democrat. Average 1906, 5,514; for 1907, 6,659. E. Katz, Ayt., N.Y.

Oklahoma City. The Oklahoman. 1907 aver., 20,153; Mch. 1908, 25,805. E. Katz, Agent N.Y.

OREGON.

Mt. Angel. St. Joseph's Blatt. Weekly. Average for September, 1907, 20,850.

Portland. Journal, daily. Average 1907, 24,805; for Mch. 1908, 29,458. The absolute correctness of the latest circulation statement guaranteed by Rowell's American Newspaper Directory.

Portland. The Oregonian (©). For over fifty years has been the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. February circulation, daily average 28,898; Sunday average 42,365.

Portland. Pacific Northwest, mo., average for 1907, 16,000. Leading farm paper in State.

PENNSYLVANIA.

Chester. Times, ev'g'd'y. Average 1907, 7,640. N. Y. office, 230 B'way. F. L. Northrup, Mgr.

Erie. Times, daily. Aver. for 1907, 18,508; March, 1908, 18,465. E. Katz, Sp. Ag., N. Y.

Harrisburg. Telegraph. Sworn av. Mch. 1908, 15,974. Largest paid cir. in H'd'y or no pay.

Philadelphia. Confectioners' Journal, mo. Av. 1906, 5,470; 1908, 5,314 (©).

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of February, 1908:

1.....	313,060	16.....	Sunday
2.....	Sunday	17.....	263,579
3.....	266,577	18.....	236,907
4.....	261,161	19.....	251,644
5.....	260,972	20.....	267,640
6.....	263,759	21.....	269,372
7.....	265,071	22.....	248,679
8.....	256,073	23.....	Sunday
9.....	Sunday	24.....	307,858
10.....	264,210	25.....	265,651
11.....	261,414	26.....	266,870
12.....	267,434	27.....	266,151
13.....	258,775	28.....	259,561
14.....	263,568	29.....	259,181
15.....	267,924		

Total for 25 days, 6,593,073 copies.

NET AVERAGE FOR FEBRUARY

263,723 copies a day

"The Bulletin's" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

★ ★ ★ ★ ★
★ The correctness of FARM JOURNAL'S subscription statements is guaranteed by the American Newspaper Directory. The average edition for the year 1907 was 575,063 copies each month. It has more actual paid-in-advance subscribers than any other farm paper in the world. It has been awarded the (©), and best of all, the Seventh Sugar Bowl. ★ ★ ★ ★ ★



Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1907, 102,903; the Sunday Press, 124,006.



West Chester. Local News, daily. W. H. Hodgson, average for 1907, 15,687. In its 35th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York. Dispatch and Daily. Average for 1907, 18,124.

RHODE ISLAND.

Pawtucket. Evening Times. Aver. circulation for 1907, 17,908 (sworn).



Providence. Daily Journal, 17,713 (©), Sunday, 24,178 (©). Evening Bulletin 27,001 average 1907. Bulletin circulation for 1908 over 45,000 daily.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. average for 1907, 4,251.



Columbia. State. Actual average for 1906, daily (©), 11,287 copies; semi-weekly, 2,625; Sunday (©), 1906, 12,228. Actual average for 1907, daily (©), 18,052, Sunday (©), 18,887. Semi-weekly 2,997.

Spartanburg. Herald. Actual daily average circulation for 1907, 2,715. Dec. 1907, 3,067.

TENNESSEE.



Chattanooga. News. Average for 1907, 14,468. Only Chattanooga paper permitting examination circulation by A. A. A. Carries more adv'g. 6 days than morning paper 7 days. Great-east Want Ad medium. Guarantees largest circulation or no pay.



Knoxville. Journal and Tribune. Week-day average year ending Dec. 31, 1907, 14,694. Week-day average Jan. 24 in excess of 15,000. The leader.

Memphis. Commercial Appeal, daily, Sunday, weekly. First six months 1907 av. D'y, 41,753; Sunday, 61,483; weekly, 81,919. Smith & Thompson, Representatives, N.Y. & Chicago.

Nashville. Banner, daily. Aver. for year 1906 31,455; for 1907, 36,206.

TEXAS.

El Paso. Herald, Jan. av., 9,008. More than both other El Paso dailies. Verified by A. A. A.

VERMONT.

Barre. Times, daily. F. E. Langley. Aver. 1905, 3,527; 1906, 4,118; 1907, 4,585. Exam. by A. A. A.

Bennington. Banner, daily. F. E. Howe. Actual average for 1906, 1,980; 1907, 2,019.

Burlington, Free Press. Daily average for 1907, 2,415. Largest city and State circulation. Examined by Asso. of Amer. Advertisers.

Montpelier, Argus, daily. Av. 1907, 2,126. Only Montpelier paper exam. by A. A. A.

Rutland, Herald. Average 1907, 4,268. Only Rutland paper examined by A. A. A.

St. Albans, Messenger, dy. Average for 1907, 2,332. Examined by A. A. A.

VIRGINIA.

Danville, The Bee. Av. 1908, 2,711. March, 1909, 2,914. Largest circulation. Only evening paper. New rate card in effect May 1st.

WASHINGTON.

Seattle, Post Intelligencer (©©). Av., for Feb. 1909, net—Sunday \$9,646; Daily, \$2,083; week day \$9,874. Only sworn circulator in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

Tacoma, Ledger. Average 1907, daily, 18,506; Sunday, 21,798.

Tacoma, News. Average 1907, 16,525; Saturday, 17,610.

WEST VIRGINIA.

Honover, W. Va. News, wy. Wm. B. Blake & Son, pub. Av. 1907, 2,524.

WISCONSIN.

Janesville, Gazette. Daily average for 1907, 2,671; semi-weekly, 2,416; Mch., 08, dy., 4,325.

Madison, State Journal, dy. Actual average for 1907, 5,086.

Milwaukee, The Journal, eve. ind. Daily average for 1907, 51,922; for March, 1908, 54,706; daily gain over Mar. 1907, 2,784. The paid CITY circulation of the Milwaukee Journal is guaranteed to be larger than is the TOTAL circulation of either of the other evening dailies, and the TOTAL circulation of The Journal to be 30% MORE than is the TOTAL of the TWO COMBINED. The Journal leads all Milwaukee papers in classified and volume of advertising carried.

Milwaukee, Evening Wisconsin, dy. Av. 1907, 22,082 (©©). Carries largest amount of advertising of any paper in Milwaukee.

Oshkosh, Northwestern, daily. Average for 1907, 2,680. Examined by A. A. A.

Racine, Journal, daily. Average for the last six months 1907, 4,376.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Estab. 1877. Actual weekly average for year ended Dec. 30, 1907, 56,817. Larger circulation in Wisconsin than any other paper. Adv. \$5.50 an inch. N. Y. Office, Temple Ct. W. C. Richardson, Mgr.

WYOMING.

Cheyenne, Tribune. Actual daily average for 1908, 5,126; semi-weekly, 9 mos., '07, 4,294.

BRITISH COLUMBIA.

Vancouver, Province, daily. Av. for 1907, 18,846; Feb. '07, 12,978; Feb. 1908, 15,618. H. LeClerque, U. S. Rep., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Der Nordwestern, Canada's German news p'r. Av. 1907, 16,546. Rates 56c. inch.

Winnipeg, Free Press, daily and weekly. Average for 1907, daily, 26,853; daily Mch. 1908, 28,878; weekly av. for mo. of Mch., 28,287.

Winnipeg, Telegram. Average daily, Mar '08, 23,785. Weekly at 27,000. Flat rate, 35c.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1907, daily 108,828, weekly 50,197.

Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. circ. of the Daily Star for 1907, 62,887 copies daily; the Weekly Star, 129,535 copies each issue.

(©©) GOLD MARK PAPERS (©©)

Out of a grand total of 22,898 publications listed in the 1907 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (©©).

ALABAMA.

THE MOBILE REGISTER (©©). Established 1831. Richest section in the prosperous South.

WASHINGTON, D. C.

Everybody in Washington SUBSCRIBES TO THE EVENING AND SUNDAY STAR. Average, 1907, 35,486 (©©).

FLORIDA.

JACKSONVILLE TIMES-UNION (©©). Pre-eminently the quality medium of the State.

ILLINOIS.

BAKERS' HELP (©©). Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

THE INLAND PRINTER, (Chicago) (©©). Actual average circulation for 1906, 15,866.

TRIBUNE (©©). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (©©). Best paper in city; read by best people.

MAINE.

LEWISTON EVENING JOURNAL, daily, average for 1907, 7,784; weekly, 17,545 (©©); 7.44% increase daily over last year.

MASSACHUSETTS.

Boston, Am. Wool and Cotton Reporter. Incorporated organ of the cotton and woolen industries of America (©©).

BOSTON EVENING TRANSCRIPT (©©), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (©©), Boston, is quoted at home and abroad as the standard American textile journal.

WORCESTER L'OPINION PUBLIQUE (©©) is the leading French daily of New England.

MINNESOTA.

THE MINNEAPOLIS JOURNAL (© ©). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

PIONEER PRESS (© ©). St. Paul, Minn. Most reliable paper in the Northwest.

NEW YORK.

BUFFALO COMMERCIAL (© ©). Desirable because it always produces satisfactory results.

ARMY AND NAVY JOURNAL (© ©). First in its class in circulation, influence and prestige.

BROOKLYN EAGLE (© ©) is THE advertising medium of Brooklyn.

CENTURY MAGAZINE (© ©). There are few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

DRY GOODS ECONOMIST (© ©). the recognized authority of the Dry Goods and Department store trade.

ELECTRICAL WORLD (© ©). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1907 was 18,394. MCGRAW PUBLISHING COMPANY.

ENGINEERING NEWS (© ©). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

THE ENGINEERING RECORD (© ©). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

HARDWARE DEALER'S MAGAZINE. In 1907, average issue, 21,500 (© ©). Specimen copy mailed upon request. D. T. MALLETT, Pub., 253 Broadway, N. Y.

NEW YORK HERALD (© ©). Whoever mentions America's leading newspapers mentions the New York HERALD first.

NEW YORK TIMES (© ©). Actual sales over 1,000,000 a week. Largest high-class circulation.

NEW YORK TRIBUNE (© ©). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

SCIENTIFIC AMERICAN (© ©) has the largest circulation of any technical paper in the world.

STREET RAILWAY JOURNAL (© ©). The foremost authority on city and interurban railroading. Average circulation for 1907-8, 316 weekly. MCGRAW PUBLISHING COMPANY.

VOGUE (© ©) carried more advertising in 1905, 1906, 1907, than any other magazine of gen. cir.

THE POST EXPRESS (© ©). Rochester, N. Y. Best advertising medium in this section.

OHIO.

CINCINNATI ENQUIRER (© ©). In 1907 the local advertising was 33 1-3% more than in 1906. The local advertiser knows where to spend his money. The only Gold Mark paper in Cincinnati.

OREGON.

THE OREGONIAN (© ©). established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA.

THE PRESS (© ©) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, for 1907, 102,993; The Sunday Press, 194,006.

THE PITTSBURG (© ©) DISPATCH (© ©)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Best two cent morning paper ensuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (© ©), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (© ©). Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (© ©) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (© ©). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (© ©), the only gold mark daily in Wisconsin.

CANADA.

THE HALIFAX HERALD (© ©) and the **EVENING MAIL**. Circulation 15,558, flat rate.

THE GLOBE, Toronto (© ©), recently brought 57 replies to an advertiser, to 40 and 30, respectively, of two next highest papers.

Increased Receipts for Cir- culation Means More Readers and Better Advertising Medium

The cash receipts from the circulation of **THE EVENING WISCONSIN** for the first quarter of 1908 was 12 per cent greater than for any three months for sixty years. This shows that the total circulation is greater than ever before. The readers will bear us out in saying that as a newspaper **THE WISCONSIN** was never better in quality. **THE EVENING WISCONSIN** is printed for its readers, which accounts for the continuously increased purchase of the paper by the public : : :

A GOLD (© ©) MARK PAPER

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

OFFICE: NO. 10 SPRUCE ST.,

NEW YORK CITY.

Telephone 4779 Beckman.

President, ROBERT W. PALMER.

Secretary, DAVID MARCUS.

Treasurer, GEORGE F. ROWELL.

The address of the company is the address of the office.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from electrotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

New York, April 15, 1908.

EMPHASIZE only the things that are really important. Too much detail spoils the story.

To BOAST that you are not as other men, even in business, is to strain belief. What you say should inspire confidence.

A POUGHKEEPSIE grocer says in his advertisement:

"The chief study of this store is to satisfy its customers."

And this is the true philosophy of selling, in a nutshell.

BUSINESS reports say that coal is to be elevated in price each month, from now on to September. In view of this, one advertiser says:

"Said the Owl unto the saver, Do not wait until the winter, before you buy your Coal.

For it never will be cheaper

And the price may grow still steeper.

You'd better buy your Coal. If you buy it of Blank."

It may be that the bibliography of advertising literature which occupies so large a part of this issue of PRINTERS' INK will seem to be of slight importance to many readers, who will pass it over with impatience because it crowds out one or two articles that might or might not interest them to a greater degree. The long list of books is not published, however, as an interesting story, but as a valuable bibliography to be filed away for future reference. Persons who are in possession of information upon advertising works not enumerated in the list should make Mr. Auld acquainted with the facts, and the supplementary list will be published at a later time.

The April Fool

Here is an advertisement that took up four inches-top-of-column-next-reading in the New York *Commercial* the other day. It is a fair sample of a great deal of advertising copy that goes out, which causes the man who foots the bill to question the value of all advertising: FEEDING THE GOOSE WITH PUBLICITY.

"The goose that laid the golden egg" is out in a new version.

Profitable Advertising, the best monthly publication issued on the subject of advertising (published in Boston), has on its front cover for April the picture of a wise fool.

This April fool is sitting in vast astonishment in contemplation of a great golden egg. While the little goose that laid it is perched upon the fool's shoulder feeding out of a pan labelled "Publicity." The expression on the face of the fool plainly says—"How could that little goose lay that big egg?"

The answer is instantaneous: "Why, the food of publicity is responsible for it."

Now then, don't kill your business goose by failing to feed it publicity.

Advertising food comes high but it won't pay even to let the goose get thin.

Do you know what sort of advertising food your business needs?

We are advertising food specialists.

JOS. A. RICHARDS & STAFF,

Advertising Agency,

Tribune Building, New York.

It would be useless to attempt to do this advertisement over and make it better. It is beyond repair. Someone suggests that the advertisement should be signed "Richards & Stuff."

THE MAGAZINE LOSSES.

A good many people seem to be worrying just now about what they are pleased to term "the startling shrinkage in magazine advertising." Compared with issues for the same months in 1907, most of the magazines have shown noticeable decreases this year. With some the falling off in business began before Christmas. Several sales of publishing properties have followed. Others have merged to meet the abnormal conditions.

Those who worry are expressing grave doubt as to the possibilities of making good these losses in patronage. Some observers shake their heads sadly, and say that it will take years of educational work to get old advertisers back again, or find new ones to replace those who have cancelled their contracts.

Among the magazine men themselves, however, everything is cheery, hopeful and busy. No attempt is made to deny that there have been shrinkages. These are frankly placed at from twenty-five to fifty per cent in issues of this spring, as compared with the same months of 1907. But advertising managers say that there has been very little real cancelling of contracts. Some magazine advertisers have reduced space. Others have declined to renew immediately when contracts expired, not through fear so much as a desire to wait a few months, to ascertain how the country is recovering, and lay new plans accordingly. Commercial depression has given business concerns all over the country an opportunity to reorganize factory forces, let out the least efficient labor, attract new efficiency, settle industrial differences, weed out doubtful credits and in general lay a new foundation. Some manufacturers say that they have really made money out of the depression, and that they will make more out of it, because slack demand has led them to improve goods and put out more attractive leaders. As these new goods have been perfected and placed on the market,

the manufacturers have turned to plan new advertising. Much of this new business is now developing. Some of it is already appearing.

The magazine men state that about one hundred advertisers, big and little, through the whole monthly and weekly field, have been affected enough by the depression directly, or scared badly enough, to modify their advertising plans. But they predict that every one of these will be back by the close of 1908, and a fair proportion of them in the early fall.

The past winter has undoubtedly been the toughest that magazines have ever gone through. For most of them have come into existence since the last great crisis of 1893. During the past five years there has been a very prevalent belief that a real commercial crisis would drive out of existence half the monthly and weekly publications that have sprung up so abundantly in good times, and grown so strong in the commercial sunshine. Despite the very small knot-hole through which many a publishing property has slipped this winter, however, there have been hardly any important casualties, and not one notable failure.

HOUGHTON, MIFFLIN & Co., who for years have owned the *Atlantic Monthly*, are preparing to transfer that property to a group of men of which Ellery Sedgwick, book editor of D. Appleton & Co., of New York, is the head. Announcement of the change in ownership was made last week, and occasioned much surprise in literary circles. For fifty years the *Atlantic* has been generally looked upon as the most stable magazine property in the United States.

E. S. CARNES, advertising manager of the United Drug Co., Boston, severed his connection with this concern April 1st. Mr. Murnan, formerly general sales manager, is now in charge of advertising.

LOUIS KLEBAHN, special representative in New York, has moved his office to 1 West 34th street.

THE *Deutsche Hausfrau*, Milwaukee, has sold its 3d and 4th cover pages for eighteen months in advance.

A. D. SAMUEL, formerly with the Kaufman Agency, has joined the force of W. F. Hamblin & Company, where he will have charge of the mail-order department.

THE Advertising Specialty Co. is a new firm in Winnipeg, Canada. J. Alfermann and C. Vermilyea are the members of the firm.

THE *Circle*, under new ownership and management, has left the building at 44 East Twenty-third street for a home across Madison Square, in the building of the Society for the Prevention of Cruelty to Children.

DOUBLEDAY, PAGE & COMPANY have opened a New England office in Boston, which will be in charge of William J. Neal. For five years Mr. Neal has been with the advertising department of the company at the home office.

MENTION was made recently of the handsome appearance of the Boston *Transcript's* Want Ad page. The classified page of the Hartford, Conn., *Times* deserves almost as much commendation as that of the *Transcript*. In the issue of the *Times* dated April 4th there are but three advertisements which fail to conform to the uniform type and setting.

RECENTLY a young man who desired a position as manager of the advertising of a live newspaper inserted two classified advertisements in different issues of PRINTERS' INK. After he had deducted his discount for cash payment the cost of his advertising was \$6.70. Replies were received from dailies in Vermont, New York, Illinois, Indiana and the Dominion of Canada, and the man is now connected with one of the publishers who answered his advertisement.

Car Transfer Advertising

The Siegel Cooper Company in New York has improved the advertising which it carries upon the back of the surface car transfers by doing away with the special bargain day feature. The copy is changed each day, as formerly, but no particular bargains, or prices, are given. The advertising which appeared on two successive days of this month reads as follows:

PERSONALITY in dress is the visible sign of the inner woman. The crown is the hat. "Is my hat on straight?" she asks; "it came from Siegel Cooper's millinery department." "Yes," he answers, "and it is dainty, fresh, exquisite, charming—like you."

CLEANLINESS

is next to godliness, and soap is a measure of civilization. This is the season when out come soaps and cleaning powders, household ammonia bottles, mops, pails, long and short handled brushes, brooms, curtain stretchers and all other things used in house cleaning.

What is missing, worn or broken can be replaced from the complete stocks in Siegel Cooper's house furnishing department.



The Oakland, California, *Enquirer* is conducting a novel subscription campaign which ought to work well elsewhere. Free vacation trips to any summer resort or hotel in California are provided; in return for annual subscriptions to the paper, the required number of which in each case is stated in a booklet that lists all these hotels and resorts. To disarm the fear of modest persons who might object to having their names mentioned in the paper in connection with the free trip, the *Enquirer* expressly states that "no one need know either before, during or after that you have been a guest of the *Enquirer* on your vacation, unless you tell it yourself." Round trip tickets to the desired resort are furnished, together with a cash sum to pay hotel bills.

System for April carried 118 pages of advertising, or 26,432 agate lines, exclusive of the publisher's own advertising.

HORACE WINTHROP SCANDLIN, formerly assistant advertising manager of the Edison Electric Illuminating Company, of Brooklyn, is with the Siegfried Advertising Agency, of New York.

Smith's Magazine sends out a handy volume of "Straight Talks," by Charles Battell Loomis, which appeared first in the magazine itself. The talks are full of sound sense and honest Americanism, and make enjoyable reading.

THE St. Clair-Edwards Company is the successor to the St. Clair Advertising Agency, late of 524 Walnut street, Philadelphia, which was in operation about three years. The only change in personnel is the addition of Geo. W. Edwards, who for eleven years was in charge of the financial, school and automobile advertising of the Philadelphia Press. The office of this agency is in the Drexel Building.

THE 1907 edition of Rowell's American Newspaper Directory is entirely out of print. The last copy was sold early in March, and since then the orders of intending purchasers have been booked for copies of the 1908 edition, which will be ready for delivery on Friday, May 15th,—one month from to-day. The forthcoming edition of the Directory will be the fortieth annual volume to appear under the direction of Mr. George P. Rowell. A larger number of publishers have furnished satisfactory reports of copies printed for the 1908 book than for any previous edition, although more than ninety per cent still prefer the estimated figures which are accorded by the Directory editor in all cases when a detailed statement for the period of an entire year is not forthcoming.



THE METROPOLITAN MAGAZINE has 35,000 in the State of Ohio alone; there are nearly fifty thousand in California.

Are you reaching these readers with your product? If not, why not?

There are 48 other States in the Union. The METROPOLITAN can tell your story in them all.

ADVERTISING in the first fifteen issues of PRINTERS' INK published in 1908 was nineteen and three-fifths per cent heavier than in the corresponding issues of 1907. This is a somewhat remarkable state of affairs, brought about solely by the service the paper is able to render those desirous of gaining an audience from the national advertisers who are upon the subscription list. For this purpose no other medium is necessary, and but casual observation of the advertising pages of PRINTERS' INK's contemporaries is required to show that publishers realize the truth of this assertion.

GEO. F. KRONER, JR., for several years associated with the New York office of the Scripps-McRae League newspapers, has become office manager with Dan. A. Carroll, special representative, New York.

JAMES RUSSELL LOWELL said, in one of his brightest letters, that "Democracy is not a thing to go of itself." Neither is business.

WILLARD EVERETT, who has been with the James T. Wetherald Agency in Boston, for a year past, has resigned his position with the company.

AFTER to-day the Cleveland *Plain Dealer* will be represented in the East by the Smith-Wilberding Special Agency, located in the Tribune Building, New York.

THE *Star-Chronicle* of St. Louis has been purchased by Nathan Frank, who was a minority stockholder, and the name changed to the *Star*.

THE Nolley Advertising Agency of Baltimore has issued the first number of a house organ, containing several pages of advertisements which this company has designed.

HEINE, the German poet of genius and suffering, said you must only try to "seek the attainable." But advertising makes what would otherwise be unattainable, within our reach.

THE offices of Dauchy & Company, advertising agents, at 9 Murray street, New York, were gutted by fire Friday of last week. The fire started in the newspaper file room, and was caused by a short circuit.

FOUR of the five dailies published in New Haven, Connecticut, have furnished satisfactory statements of copies printed for the 1908 edition of Rowell's American Newspaper Directory. The daily averages for 1907 are as follows: *Leader*, 8,727; *Register*, 15,720; *Palladium*, 9,570; and *Union*, 16,548.

GRAHAM C. PATTERSON, formerly western advertising manager of the *Circle*, has been appointed by the *Pacific Monthly*, of Portland, Oregon, as manager of the department of the Middle West. He will be located in his old office, 1210 Association Bldg., Chicago.

WILLIAM C. FREEMAN has resigned as advertising manager of the Hearst newspapers in New York, to enter upon a business venture in the commercial field. Mr. Freeman has been twenty-three years in the advertising business, twelve of which have been upon the *American*.

THE Philadelphia Poor Richard Club had the monthly dinner last night, and was addressed by H. J. Hapgood, who spoke upon "Raising the Personnel and Character of Employees." Mr. Hapgood, who has just returned from Europe, also made a comparison of European and American Advertising.

THE Boston *Transcript* of April 4th was the largest regular issue in the paper's history. It contained forty-six pages, with more than one hundred and ninety columns of advertising, which was the previous record. It carried probably the largest amount of "Houses for the Summer" ads ever printed in a daily paper.

THE 1908 edition of "In the Maine Woods," published annually by the Bangor & Aroostook Railroad, is especially attractive at this Spring time of the year, and must be a highly important factor in the choice of many a man's Summer vacation trip. The book was written and arranged by Fred H. Clifford, of Bangor.

PALISADE is a little town in New Jersey, high up above the Hudson, whose residents are chiefly made up of New York commuters. Among these is Charles T. Logan, of the Beckwith Special Agency. Mr. Logan's son, Chas. T. Jr., is manager of a monthly paper called the *Palisadian*, which is a particularly creditable publication for a sixteen year old lad to put out. The *Palisadian* contains literary as well as local news features, and is interesting to one who has never even heard of the village of Palisade.

Remember—

*A combination of hard work and clever work might **FORCE** a medium to the top; but to keep it there for four consecutive years requires satisfactory results to the great majority of the advertisers using space in that medium*

Collier's

The National Weekly

E. C. PATTERSON

Manager Advertising Department

FINLEY'S—YES—FINLEY'S.

Usually the restaurant keeper who advertises announces the hours of meals or the fact that he has music during the dinner hour.

Not so Finley. It is just possible that he is putting out the most unique and effective restaurant advertising in the country. From the time he opened his first little place Finley has been advertising every minute of the day. Not always with printer's ink, however.

Richard G. Finley landed in Cleveland twelve years ago with ten dollars or so in his pocket, worked as a waiter for several years, started a little place of his own and now is proprietor of six big restaurants,—the best in the city.

The opening of his second place, now the main one in the system of six, was characteristic of the man. While the workmen were making a place of beauty inside, the front was carefully screened from prying eyes, and a big sign announced "Here Finley will open a phalansterie."

"Who's Finley? What's a phalansterie?" everybody asked. A few Greek scholars may have spotted the meaning but the populace—never. And for several weeks Finley had them guessing as to what a phalansterie really was.

Theatrical methods, maybe, but they worked. The phalansterie was totally unlike any other restaurant in Cleveland,—or anywhere else for that matter. The furniture was dark oak, severely plain, but thoroughly artistic. On the walls were hung the best pictures of Cleveland artists, and there were and are to this day fresh flowers on every table. In the dark basement Finley built an imitation dungeon, and back of it an imitation cave that beats anything ever seen on the stage.

Then followed an advertising campaign that has made the phalansterie, the cave and the dungeon, known from one end of the country to another. Finley engaged a salesman to visit offices

throughout the downtown section and describe the place to business men, inviting them to take lunch there. He looked up approaching conventions to be held in Cleveland and got lists of delegates to whom he wrote, individually, asking them to dine at Finley's while in town. He found out what theatrical people were booked to appear in Cleveland for weeks ahead, studied their routes, and wrote them from time to time as they approached the city. And after they had departed he wrote them not to forget to come again—and they didn't. Finley's is known to nearly every professional in the country. It is known to thousands who have



A Hot
**CHICKEN
 BISCUIT**
*would go good for lunch
 to-day — eh?*
 Ask for it at
Bailey's Restaurant
 [THE FINLEY SYSTEM]
 5th Floor Bailey Dept. Store — Ask the Clerk

EVEN THE SET-UP IS APPETIZING.

come here to conventions, to thousands of traveling men—and to all of Cleveland.

As Finley prospered he added restaurants to his system. He sent out booklets, mailing cards, circulars, letters, blotters. He started a little folder for his employees, which he called "The Commentator," with the explanation that a commentator is one who points out excellencies as well as deficiencies. "The Commentator" has grown to a sixteen page booklet, carrying other advertising besides Finley's.

Ever since he started Finley has printed new menu cards each day. The back usually carries a quotation from Elbert Hubbard, Robert Louis Stevenson, or some other notable, though the two mentioned are favorites. Inside

the cards lead off with another quotation or a comment that has been made regarding the Finley system. Then follow descriptions of the dishes for the day. These are written in a breezy style somewhat like this:

Boston Baked Beans—now there's a dish that has zest. Our chef is from Boston and—he does know how to bake them like they do in the Hub—individual dishes 10 cents.

By and by Finley had to have

evening. The ads vary in size, from two inches single column up to five. They are written in the same jerky style, with a dash every three or four words, that is characteristic of his other printed matter, and if there ever was reason-why copy written it is Finley's. Some of them are reproduced herewith.

Finley does not neglect any opportunity to get advertising. His



You can dine at a
Finley System Rest-
aurant in 'most any
part of up-town
Cleveland—

Food—Service—Surroundings
are distinctively "Finley" at
all places. That means the
best—at the lowest consist-
ent prices—and no "tips"
necessary.

Our 11 for 50c Tickets
save 10 per cent. - your
car fare - and on sale till
fifteenth Feb. - Then? -
well - haven't decided -

The Finley System
(RESTFUL RESTAURANTS)

Finley's Philausterie & Beekman Dungen Ninth
Huron - Prospect New Center
Finley's Central Trust Lunch Oak Court between
Citizens & Central Trust Buildings Euclid Ave.
Finley's Depot Lunch Public Sq. & Superior Ave.
Finley's Ontario Lunch 2025-27 Ontario St.
Finley's Caxton Lunch Caxton Bldg. Huron Rd.
Finley's Bailey Lunch Bailey's Department Store.
(All are in Cleveland Ohio)



**Bread—Staff
of Life?**

French-real French
Bread is—and we serve it
-all Branches-I used to
wonder how they could
subsist on a loaf of
Bread and a bottle of
Wine—don't wonder
now—Have the Bread
-crispy-baked thru and
thru—it's better'n cake—
Oh-yes we sell it-whole
-long loaves-30 to 36 in-
ches-say 10c a loaf-best
-we say best-you ever ate
-or money back.

The Finley System
(RESTFUL RESTAURANTS)

Finley's Philausterie & Beekman Dungen Ninth
Huron - Prospect New Center
Finley's Central Trust Lunch Oak Court between
Citizens & Central Trust Buildings Euclid Ave.
Finley's Depot Lunch Public Sq. & Superior Ave.
Finley's Ontario Lunch 2025-27 Ontario St.
Finley's Caxton Lunch Caxton Bldg. Huron Rd.
Finley's Bailey Lunch Bailey's Department Store.
(All are in Cleveland Ohio)

TWO OF THE ADVERTISEMENTS.

so much printed matter that he put in his own print shop. He follows a particular style, and his printed matter is away above the average of good printing.

Then he got into the newspapers, using the *Plain Dealer* in the morning and the *Press* in the

wagons go about the streets bearing such expressions as "The Finley Restaurants—Ask any policeman for the nearest," or "Finley's—Yes Finley's."

Advertising has made this man, who came here twelve years ago with nothing, the owner of six

business places doing half a million dollars' worth of business or more a year, and Finley himself is reputed to be worth a fifth of that sum. No liquor is served in the Finley restaurants. And the "clerks," as Finley calls them—otherwise waiters and waitresses—are discharged if they accept a tip. The Finley restaurants are places where people of ordinary means can dine—they don't have canvassback or terrapin or lobsters. Probably the average amount spent by each person would not run over twenty cents. So that the man's achievement is something more than ordinary.

LEONARD W. SMITH.

BOSTON NOTES.

The Boston News Bureau is putting out large copy for the advertising of the Miami Copper Co.

Wood, Putnam & Wood are placing the advertising of the Phenix Coffee Mills in Boston and suburban papers.

C. H. Igou of New York is now in charge of copy and plans with the Tomer Advertising Agency, 5 Bromfield street, Boston.

Estabrook & Eaton are placing contracts for a new line of cigars with New England dailies through the Boston office of the Van Cleve Agency.

Wood, Putnam & Wood are placing the advertising of the Talmud Publishing Co. in Jewish papers in all countries and a few literary papers in America.

The Wyckoff Agency is placing seventy line copy for Sherman-French & Co., publishers, 8 Beacon street, Boston. The business is going to magazines of a literary character.

The advertising of the Lawrenceburg Roller Mills—Town Talk and Bay State Flour—is being placed by Wm. Foster, Boston representative of the Arnold & Dyer Agency.

The J. W. Barber Agency is placing the advertising of the King Philip Brewing Co., of Fall River. Contracts are being made with newspapers for five hundred to one thousand inches.

C. H. Graves & Sons, 35 Hawkins street, are contracting with newspapers in License towns for the advertising of G. O. Taylor Whiskey. Large space is being used. Business is placed direct.

The contracts for the Spring advertising of Moxie are being sent out by Wood, Putnam & Wood. This year contracts are made for four advertisements of twenty-six inches each, a total of one hundred and four inches, and a large list of papers is being used.

The O'Keefe Agency is placing the advertising of Dr. Greene's Nervura for a Spring campaign. A large list of weeklies is being used in New England and the Central States, the copy running three months.

Ernest J. Goulston, formerly eastern manager for the Cochrane Agency, has established an office for himself at 38 Hanover street, Boston. He is sending out contracts at the present time for the advertising of Kentucky Taylor Whiskey.

Williams, Clark & Co., Lynn, Mass., manufacturers of La France Shoes, are contracting with weekly and daily newspapers in towns where they have local representation, the business going through the Boston office of the C. F. Wyckoff Co.

The Franklin P. Shumway Agency have been placing business in the leading magazines for the Wachuset Shirt Co., Welch Hosiery Co. and the Wm. Carter Co. (Carter Underwear). This agency also placed the advertising of the Knox Automobile Co., but after the first insertions the contracts were cancelled for the time being.

Special representatives of western dailies have been flocking to Boston recently to secure some of the contracts the Shumway Agency have been giving out for their shoe customers to several hundred western and central State daily papers. The business has been largely eight-inch advertisements running, usually two times a week for six months.

Lists are being made up by the Boston office of N. W. Ayer & Son for a large number of schools throughout New England. Most of the appropriations go into magazines especially adapted to school advertising. Mr. Conover of this agency is placing additional contracts for the advertising of New England Confectionery Co., "Necco Sweets," in magazines where he can obtain color work.

F. P. Shumway of the Shumway Agency after the sharpest kind of competition has landed the appropriation for the advertising of the Pacific Mills. They are one of the oldest and largest dress goods manufacturers in the country, employing about 5,000 people in their extensive mills at Lawrence, and this is their first venture in the advertising field. The appropriation will go largely into women's publications.

The greatest item of interest at the present time in New England is the Thomas W. Lawson campaign in newspapers. This campaign covers all of the larger cities in America, many in Canada and a half dozen across the water. Large space has been used, one advertisement being a full page and large copy is to follow. The account is a hard one to handle as copy comes in late at night for the next morning's paper. Telegraphic service alone for one night amounts to six or eight thousand dollars. The business is handled by the H. B. Humphrey Agency.

Contracts have been made by the Boston office of the J. Walter Thompson Agency for the advertising of O'Sullivan Rubber Heels in leading magazines. Contracts are for three full pages.

BUSINESS GOING OUT.

Dr. King & Company, New York, are asking for rates.

Geo. Batten, New York, will handle the Chickering Piano advertising.

The Price Flavoring Extract Company, of Chicago, is sending out renewals.

The Platt Advertising Agency, Providence, R. I., is making requests for rate-cards.

The Tobey Agency, Chicago, is placing fourteen thousand lines, for the Val Blatz Brewing Co., of Milwaukee.

Lord & Thomas, Chicago, are using two thousand lines in a year for the Ullman Company, in southern papers.

The H. I. Ireland Agency, of Philadelphia, has extended the Fels-Naptha advertising to New England and Canada.

The Frank Presbrey Company, New York, is placing copy for the People's Line, of the Hudson Navigation Company.

The National Advertising Agency, Denver, Colo., is using large space for the C. M. Sumner Investment Company.

The Scandinavian-American Line is sending out thirteen lines, every Wednesday and Saturday for three months.

E. P. Remington, New York, is asking rates on one hundred to one hundred and fifty lines, on some paint business.

Nelson Chesman, St. Louis, is using three hundred and ninety-nine lines, one time, for Dr. J. W. Kidd, also of St. Louis.

The Mitchell Auto Company, Detroit, is sending out one hundred and twenty lines through Lord & Thomas, of Chicago.

Prominent weeklies are being used by W. F. Hamblin & Company, New York, for the Edwin Cigar Company, also of New York.

Lord & Thomas, Chicago, are placing ten thousand lines for the United Cigar Manufacturing Company of New York and Chicago.

The American Tobacco Company is using, for the first time, a list of sporting magazines to advertise Old English Curve Cut tobacco.

Five thousand lines in a year will be placed for the W. Barker Company, of Troy, New York, by the Fuller Company, of Chicago.

The Namrod Advertising Agency, New York, is using one thousand lines in dailies for Buchanan's Black and White Scotch Whiskey.

The Drs. Mixer, of Hastings, Mich., are using one hundred and twenty-four lines, one time, through the E. H. Clarke Agency, Chicago.

Renewals for the Spencer Heater magazine business are being sent out by Morris & Wales, Philadelphia. The new list will be increased.

The Chas. H. Fuller Company, Chicago, is putting out fifty-eight lines, two times, in weeklies for the Frontier Asthma Company, of Buffalo.

One thousand-inch contracts are going out from the Southern Advertising Agency, of Augusta, Ga., for the Blood Balm business, Atlanta, Ga.

One inch, nine times, is the space to be used by the Lesan-Gould Company, of St. Louis, for the Bartholomew-Clifton School, of Cincinnati.

Papers in the vicinity of Philadelphia are receiving copy from the St. Clair-Edwards Agency, of Philadelphia, for Sullivan Bros. & Company.

T. W. Crosby, formerly of Runey & Crosby, Cincinnati, is putting out ten thousand lines in a year for the Vogt-Appelgate Company, of Louisville, Ky.

W. F. Hamblin & Company, New York, are sending out forty-two line copy to a list of about twenty-five publications, for H. D. Cone, Rochester, N. Y.

The Victor Typewriter Company, through W. F. Hamblin & Company, of New York, will increase the size of insertions, and extend the list now in use.

The National Cash Register Company, of Dayton, Ohio, will use seventy-five hundred lines in eight insertions in daily papers through Lord & Thomas, of Chicago.

The Japanese Importing Company is using mail-order copy in large Sunday papers, through the Wyckoff Agency, of Buffalo. Forty-two lines is the amount of space placed at present.

The Procter & Collier Company, Cincinnati, are extending their list of papers in the South. Eight hundred and thirty-two inches are to be used—four inches, four times a week.

The McFarland Publicity Service, Harrisburg, is asking rates on two inches, twice a week, for fifteen weeks, to be used for the Gordon Manufacturing Company, of New Rochelle, N. Y.

W. F. Hamblin & Company, New York, are sending out large copy to a number of automobile trade papers, for the L. & M. Automobile & Carriage Washer. Thirty lines will also be used in a full list of agricultural papers.

Jos. Kaufman, formerly of the Kaufman Agency, New York, is handling the accounts of the American Safety Razor Company and the Chalmers Knitting Company, clearing through the Root Newspaper Agency, of New York.

THE BROADSIDE OF A BARN would not be a more attractive mark for the boy and his sling-shot than is the farmer's pocket-book in this year of uncertainty to the maker of commodities which the farmer wants to purchase. Following the analogy, it might be said that the chief difference between the two is found in the fact that the lad will take advantage of his opportunity without urging, but the manufacturer is at loss to know just how to proceed in attaching himself to the farmer's pocket.

Some way or other he never learned to advertise in farm papers—never was convinced probably that they might serve him. Just now he can be convinced, however, if he is approached in the right way, for he is looking for a new market among people with money—*Printers' Ink*.

DO NOT BE DELUDED

With the idea that every paper going to the farmer in these days receives his attention. If you think they are given a careful reading at his hands you are mistaken.

There never was a time when so much trash found its way into the farmer's mail box; stuff for which he pays little if anything. Moreover, there never was a time when the farmer and his family were as discriminating in what they subscribe for and read as at the present.

The principles of farming differ vastly from the past. The wide-awake farmer is thoroughly posted on scientific methods of tilling the soil and the growing of crops both grain and live stock, and he subscribes for the mediums that have given years to the study of advanced ideas on these matters, and to such as he knows to be reliable. The others receive scant attention in his household.

THE BREEDER'S GAZETTE has been referred to by those high in authority as "The Farmers' Greatest Paper," and a comparison with any other paper published will convince you that this distinction is probably merited.

It is read by the very best farmers in the cornbelt who combine stock raising with their farming operations. They are extensive operators and large buyers. They live in good homes and enjoy the good things of life.

Thousands read it who have been annual subscribers since its establishment in 1881, although it has always had a higher subscription price than nine-tenths of other farm papers.

THERE IS A REASON FOR ALL THIS: If you want to reach THE VERY CREAM of the farmers living in rich agricultural states, see that THE GAZETTE receives a generous share of your patronage. There is no class of farmers whose business wants are so varied as the one who combines stock-raising with his other operations. Power machinery, hay tools, cream separators, grinders, water systems, are a few of the things required. THE GAZETTE has 70,000 of this class. Please ask us for a copy of a recent issue. We send samples to applicants only.

Address

SANDERS PUBLISHING CO.,
358 Dearborn St., Chicago, Illinois

The Breeder's Gazette, Chicago, established 1881.

48 to 68 pages weekly.

Wallace C. Richardson, Eastern Representative, Temple Court, New York

We Offer

the services of a clean,
well equipped advertising
agency, working especially
for Southern Advertisers.

Correspondence Solicited

Armistead & McMichael,
INC.

ATLANTA, GA. LOUISVILLE, KY.

San Antonio LIGHT

OF SAN ANTONIO, TEXAS,

LEADS BY

125,538 Agate Lines

It's a case of "Lead, Kindly Light"
all right.

MARCH BUSINESS

	LOCAL DISPLAY	FOREIGN DISPLAY
LIGHT	14,664	5,443
Gazette	8,614	3,127
LIGHT leads	6,050	2,316
	INCHES	INCHES

Adding paid classified advertising, of which The Light carries 1,948 against the Gazette's 1,346, you have the following totals for the month: Light, 22,056; Gazette, 13,069. The Light's advertising lead for the month of March was 8,967 inches, or 448 1-3 columns.

Cutting out The Light's FIVE Sunday papers in March The Light still leads by 114 columns of advertising for the month.

This sort of a statement for The Light helps us more than knocking our competitor.

S. C. Beckwith Special Agency
Foreign Representatives
CHICAGO—TRIBUNE BLDG.—NEW YORK

A NEW FORM FOR CASE AND COMMENT

With the June number, CASE AND COMMENT becomes standard magazine size, will be set in long primer type, and printed on a fine grade of calendered English-finish paper, especially adapted to half-tones. The cover will be of appropriate stock, with an attractive design. While the size of page increases both in width and depth, the present advertising rates will remain in force for the time being—subject to change without notice.

June forms close May 20th.

The new form will place CASE AND COMMENT even more completely at the head of legal publications than it has been. Still further improvements are contemplated and some of them will be made at an early date. An energetic campaign for subscriptions will be made shortly, insuring a large increase in the present circulation.

CASE AND COMMENT OR
Rochester, N. Y.

GEORGE S. KRANTZ
Eastern Representative
102 WEST 14th STREET—
NEW YORK CITY

**The Leader Among the Special Publications that
Are "Making Good"**

COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.
Readers of Printers' Ink will Receive Free of Charge
Criticism of Commercial Art Matter Sent to Mr. Ethridge

Both marine engines and motor boats are advertised in this clipping from an English publication. In the original, the advertisement was not very large, but it would have been fairly successful if it were not for the character of the illustration showing the boat. This is a half-tone made from a wash drawing; and the boat, water and landscape are practically in one tone—offering little contrast and showing up very poorly.

NO-1

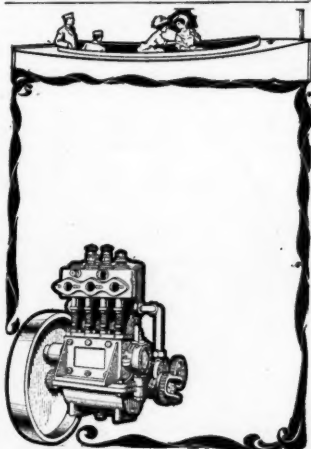
A small picture of a boat or anything of that nature, is much more effective if drawn in line—as in the illustration marked No. 2—with no unnecessary details to complicate it.

* * *

No effort to run type matter over an illustration has ever been successful, or even encouraging enough to warrant the constant recurring attempts to make it successful.

Here is a drying apparatus effort which is no worse than its

predecessors in this particular field—and certainly not much better. If these advertisers made



NO-2

the cut of their apparatus just a little smaller, there would have been room enough to say, above

or underneath it, all that they seem to wish to say regarding its characteristics and merits.

* * *

It must be a gratifying amusement to take the various elements of an advertisement and play solitaire with them—otherwise so many advertisers would not be engaged in this pleasing pastime. It may be amusing, but it is not good business.

Here is an advertisement of sheet metal articles in which the several component parts are scattered around wherever they

much ground for controversy between the company and the critic. The criticism stated that if the advertisement was intended merely to show the different brands of Antikamnia preparations that purpose was certainly achieved, but that the particular piece of copy under discussion was not an advertisement. The company in its reply admits that these things are true, and further states that the 42,000 druggists in the United States know all about the Antikamnia preparations. In which case, of course, the Antikamnia

Edwin B. Stimpson Company

Anything in Sheet Metal
Specialties
Manufactured

WE manufacture Perforated
Sheet Metal for
the Trade

RIVETS, EYELETS, EYELET HOOKS, WASHERS, GROMMETS


SHEET METAL SPECIALTIES

PERFORATED SHEET METAL STAMPING AND DRAWING

WORKS BROOKLYN, N. Y.

OFFICE AND SALESROOM

31 Spruce Street.



SHEET METAL ARTICLES

MADE IN ALL SIZES TO ORDER ONLY

ARTICLES OF ALL SIZES AND SHAPES MADE FROM PERFORATED SHEET METAL

PERFORATED SHEET METAL

WE can manufacture for you

SUBMIT SAMPLES OR DRAWINGS WITH INQUIRY

Phone (4710) BEERMAN (4711)

WIRE SPECIALTIES
RIVETS
EYELETS
WASHERS

New York

seem to fit, without regard to a connected result. As a consequence, the eye wanders from point to point without stopping anywhere, and he who wished to read it all would neither know where to begin or when he got through.

* * *

The writer observes in PRINTERS' INK of March 25th, a letter from the Antikamnia Chemical Company, replying to a criticism of an Antikamnia advertisement printed in PRINTERS' INK of February 26th.

Referring back to that criticism it does not appear that there is

Company is perfectly justified in filling its space in any way that suits its fancy—there is absolutely no room for dispute on that point.

FIGURES in the Roll of Honor credit the *Oregonian*, of Portland, with an average circulation of 33,898 on week days and 42,265 on Sundays. In addition to possessing the Gold Marks, denoting high quality of circulation, the paper possesses the Guarantee Star of Rowell's American Newspaper Directory. The *Oregonian's* circulation is not confined to Portland, but is State-wide.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

WANT advertisers get best results in Colorado Springs Evening Telegraph. 1c. a word.

CONNECTICUT.

MERIDEN, Conn. MORNING RECORD; old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING AND SUNDAY STAR, Washington, D. C. (© ©) carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

ILLINOIS.

THE CHAMPAIGN NEWS is the leading Want ad medium of Central Eastern Illinois.

"**N**EARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the *Post-office Review*, and that's why the DAILY NEWS is Chicago's "want ad" directory.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

INDIANA.

The Lake County Times Hammond, Ind.

An Up-to-Date Evening Paper. Four Editions Daily.

The advertising medium par excellence of the Calumet Region. Read by all the prosperous business men and well-paid mechanics in what has been accepted as the "Logical Industrial Center of America." Guaranteed circulation over 10,000 daily.

THE INDIANAPOLIS NEWS, the best medium in the Middle West for mail-order classified advertising, carries more of it than all the other Indianapolis papers combined, its total in 1907 being 299,807 ads (an average of 919 a day)—25,331 more than all the other local papers had. The News' classified rate is one cent a word, and its daily paid circulation over 75,000.

STAR LEADS IN INDIANA.

During last year the INDIANAPOLIS STAR carried 636.26 more columns of paid classified advertising than carried by its nearest competitor during the same period. The STAR gained 1749.89 columns over 1906. During the past two years the STAR's circulation has exceeded that of any other Indiana newspaper. Rate, six cents per line.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE BOSTON GLOBE, daily and Sunday, for the year 1907, printed a total of 446,736 paid "want" ads. There was a gain of 1,279 over the year 1906, and was \$39,163 more than any other Boston paper carried for the year 1907.



MINNESOTA.

The Minneapolis JOURNAL, daily and Sunday, carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Chairoyant nor objectionable medical advertisements printed. Classified Wants printed in Mar., 188,673 lines. Individual advertisements, 26,433. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash accompanies order the rate is 1c. a word. No ad taken less than 20c.



THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

CIRCULAT'N **T**HE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.



ST. PAUL DISPATCH, St. Paul, Minn., covers its field. Average for 1907, 68,671.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation daily for 1907, 11,084; Sunday, 15,000.

NEW JERSEY.

JERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

NEWARK, N. J. FREIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

BUFFALO EVENING NEWS with over 35,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

ARGUS, Mount Vernon's only daily. Greatest Want Ad medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading want ad medium for want ad mediums. Mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO.

In a list of 100 recognized classified advertising mediums only two produced results at a lower cost than the CINCINNATI ENQUIRER. A word to the wise is sufficient. You want results.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN Okla. City. 23,305. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

SOUTH CAROLINA.

THE Columbia STATE (C) carries more Want ads than any other South Carolina newspaper.

UTAH.

SALT LAKE TRIBUNE—Get results—Want ad medium for Utah, Idaho and Nevada.

WISCONSIN.

In every city there is one paper which invariably draws to its doors the big crowd. In Milwaukee, it is the JOURNAL. The reason is a strong one. The JOURNAL prints the want ad news; more classified ads appearing in its columns every six days than in any other seven-day paper. The rate is seven cents per line.

CANADA.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,987. Saturdays 117,900—7 sworn to). Carries more want ads than any newspaper in Montreal.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD and WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (40 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

AGENTS wanted to sell ad novelties; 25% com. 3 samples, 10c. J. C. KENYON, Owego, N. Y.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

DO YOU WANT ADVERTISING? More foreign advertising accounts! Have your publication represented by a live man in New York. "SPECIAL AGENT," care Printers' Ink.

PRINTER Proofreader, Copy Editor; careful, competent man, experienced in details of publication, position as assistant to publisher news or trade paper. "HEADS," Printers' Ink.

HAVE you a position for a young man, 27, whose qualifications are a good education, some ad-writing and office experience, and a working familiarity with good advertising and good follow-up work?

Address "A. N. D.," Box 485, Jamestown, N. Y.

CAPABLE Printer or Advertising or Circulation Man, with \$200 ready cash, can secure interest in the best publishing proposition in Idaho.

* Present owner of stock in this concern has left the State, and offers it at about half the actual value as shown by statements. Write at once to J. H. GLIPSON, Caldwell, Idaho.

POSITIONS NOW OPEN—For adv. solicitor, Vt., \$30; Ohio, \$35; N. Y., \$45; Ind., \$20; circulation mgr., Kan., \$30-40; sporting editor, Northwest, \$30; city editor, Mass., \$30; editor, Ohio, \$25; job foreman, non-union, Ct., \$30; news foreman, Union, Ia., \$27; also reporters and linotype operators. Free booklet. FERNALD'S NEWS-PAPER MEN'S EXCHANGE, Springfield, Mass.

ADVERTISERS' MAGAZINE and "DOLLARS & SENSE" (Col. Hunter's great book) should be read by every advertiser and mail-order dealer. Best "Advertising School" in existence. Year's subscription and "Dollars & Sense," 50 cents; sample copy of magazine free.

ADVERTISERS' MAGAZINE,
657 Century Bldg.,
Kansas City, Missouri.

A HIGH-GRADE printing establishment, located in the Northwest, is in need of a Superintendent who understands high-grade color printing. Would prefer one who can originate as well as execute. A permanent and profitable opening to the man who can deliver the goods. Address, giving age, references and wages expected.

"R. P.," care of Printers' Ink.

OFFICE SALESMAN, whose letters are selling as much merchandise as six traveling salesmen can sell, desires to locate in the East. Design and write catalogs. Good run-on for changing. Highest references given. For samples of work and further particulars address "OFFICE SALESMAN."

Care Box 233, Sidney, Ohio.

YOUNG MEN AND WOMEN of ability who seek positions as writers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 30 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

Business Correspondent and Office Salesman.

Do you want a hustler to handle your office correspondence? A graduate from the school of experience and long time student of the advertising question as applied to office salesman would like to correspond with live concern; any line; anywhere.

LYNN F. RICE, Lancaster, N. H.

AN ADVERTISING SOLICITOR of unquestioned character and ability wanted by a leading agency. An unusual opportunity for the right man. L. Box 426, care Printers' Ink, New York.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.
GEORGE H. POWELL, Advertising and Business Expert, 708 Metropolitan Annex, New York.

AD-WRITER (27), original, forceful style, newspaper experience, I'owell graduate, seeks position with agency, or as advertising manager. Best references. "AMBITIOUS," care Printers' Ink.

WANTED—Hustling solicitor in Eastern territory to call upon a few prospective advertisers for a large and prosperous class journal; liberal commissions. Would require but a few hours each day. Address "C. M.," care of Printers' Ink.

TWELVE OFFICES covering entire newspaper and magazine field. Openings in all parts of the world. Advertising, Publishing, Sales, Office and Technical. Write for information. HAPGOODS, 305 Broadway, New York, or 1010 Hartford Building, Chicago.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

H. W. KASTOR & SONS ADVERTISING COMPANY, Leclerc Building, St. Louis, Mo.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' ADVERTISING BUREAU, 237 Broadway (opp. P. O.), New York. Ads in the **TRADE JOURNALS** our specialty. Benj. R. Western, Propr. Est. 1877. Booklet.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing THE COIN WRAPPER CO., Detroit, Mich.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

ADVERTISING BOOKS.

100 Business-Getting Ads For \$2.50

I will send you, prepaid, my book of 100 bright, snappy, business-getting ads for Dry Goods, Clothing, Furnishing Goods and Shoes, upon receipt of the price. Any ad in the lot is worth the price of the entire book.

F. P. SMITH,
P. O. Box 564, Marlin, Texas.

PRESS CLIPPINGS.

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 36th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

BUSINESS OPPORTUNITIES.

I WILL invest \$5,000, and take active interest in a trade paper or advertising agency. Answers must give principal details. Address "B. C.," care Printers' Ink.

ATENTION, MAIL ORDER MEN!—Your circulars mailed at 25 cents per hundred to buyers secured through our own unique plan. For better results give us a trial. **MUTUAL CO.,** 132 Station A, Houston, Texas.

PRINTING.

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOULTON PRESS,** drawer 98, Cuba, N. Y.

THE MAN WHO WILL IS THE MAN WHO CAN

THADDEUS DAVIDS CO., 127 William St., New York. ESTABLISHED 1825.

FOR SALE.

BOUND volumes of \$65 advertising course for sale or exchange. A bargain. Write C. S. HENRY, General Delivery, W. Somerville, Mass.

TYPE FOR SALE—45 lbs 8-point, 107 lbs. 10-point, 25 lbs. 12-point, Roman; 58 lbs. job (7 fonts), 20c a lb. Cases, 35c each. For good proofs write **HART'S JOB PRINTERY,** Elizabeth City, N. C.

FOR SALE—Two double-color English Wharfedale printing presses; prints sheet 27 x 43 in. two colors. Now running and in perfect condition. **THE UNITED STATES PLAYING CARD CO.,** Cincinnati, Ohio.

FOR SALE—To settle an estate, daily newspaper and job office, established 60 years, near Pittsburg. Splendid opportunity for hustler with small capital. Address "LOOMIS," 530 Neville St., E. Pittsburg, Pa.

INDEX CARDS.

INDEx CARDS for all Cabinets. Get our prices and samples. **THE BLAIR PRINTING CO.,** 912 Elm Street, Cincinnati, Ohio.

SUPPLIES.

MR. PUBLISHER: You ought to have Bernard's Cold Water Paste in your circulation dept for pasting mailing wrappers; clean, convenient and cheap. Sample free. **BERNARD'S PASTE DEPT.,** 71 Dearborn Street, Chicago.

Dennison's

Glue, Paste and Mucilage

In Patent Pin Tubes. Will stick anything stickable. All dealers. Sample tube 10 cts.

DENNISON MANUFACTURING COMPANY

Boston New York Philadelphia Chicago St. Louis

PATENTS.

PATENTS that PROTECT

Our 5 books for inventors mailed on receipt of 5 cts. stamps. **R. S. & A. B. LAUCKY,** Washington, D. C. Estab. 1869.

ADVERTISING MEDIA.

THE SATURDAY EVENING POST covers every State and Territory.

THE LADIES' HOME JOURNAL is the greatest advertising medium in the world.

THERE are about 1,400 homes in Troy, Ohio; 950 of them buy the **RECORD** daily, 200 borrow it. There are 600 homes on seven rural routes; 300 buy the paper. Total homes reached 1,400. The **RECORD** charges for only 1,310 and throws in a r. m. position. Min. rate 4c, plates.

The 2 South Dakota Papers

Sioux Falls Daily Press

Associated Press. Morning—daily. Largest circulation. Carries most advertising. Popular Want Ad Paper.

South Dakota Farmer

The only weekly farm paper in the State.

DOTSON & COOK, Publishers,
Sioux Falls, S. D.

send \$1 for Davids' Practical Letterer, complete instructions in Commercial Lettering with brush or pen; practical hints on photo-engraving and designing; do good show card work. This book contains much information of great value to advertisers.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (C. C.) Greatest book of its kind. Published annually. 36th issue now ready; free. S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

HALF-TONES.

WRITE for samples and prices. **STANDARD ENGRAVING CO.**, 560 7th Ave., New York.

PERFECT copper half-tones, 1-col., \$1: larger 10c. per in. **THE YOUNGSTOWN ARC & N. GRAVING CO.**, Youngstown, Ohio.

NEWSPAPER HALF-TONES.
2x3.75c.; 3x4. \$1; 4x5. \$1.50.
Delivered when cash accompanies the order.
Send for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid. 7x5.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 815, Philadelphia, Pa.

BOOKS.

Forty Years an Advertising Agent

BY GEORGE F. ROWELL.

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force. The remainder of the edition (published last year) is now offered for sale. About 600 pages, 6x8, set in long primer, with many half-tone portraits. Cloth and gold. Price \$2. prepaid. **THE PRINTERS' INK PUBLISHING CO.**, 10 Spruce St., New York.

COIN MAILER.

\$2. 60 PER 1,000. For 6 coins \$3. Any printing. **PYTHIAN PRINTING CO.**, Ft. Madison, Ia.

PUBLISHING BUSINESS OPPORTUNITIES.

\$8,000 CASH will buy
A small publishing business
Which pays owner \$4,000.
Good circulation and standing.
Business could be increased.
Young man of ability
Could do well here.

HARRIS-DIBBLE COMPANY,
Brokers in Publishing Property,
233 Broadway, New York.

TRADE PAPER DIRECTORY.

The SELLING
MAGAZINE

DIRECTORY

of TECHNICAL, TRADE AND
CLASS PUBLICATIONS

is practically indispensable to those who would buy and sell technical and trade paper space with intelligence and economy.

Contains the Names, addresses, Publication Day and Subscription Prices of more than 450 Technical and Trade Publications, under 70 Classifications. For 300 of them, and for some that have never before made such statements, it gives Circulations, and for a still greater number, information is given as to When Copy is Wanted, Size of Type Page and Advertising Rates. 160 pages.

Price, postpaid, 25 Cents

Free for a limited time with a year's subscription to SELLING MAGAZINE at \$1.00.

SELLING MAGAZINE

Postal Telegraph Building, NEW YORK

BOOKLETS.

BANKERS.

We have a booklet for Banks that should interest every Bank President and Cashier. They cost: \$50, \$20; 1,000, \$25; 1,500, \$30; 2,000, \$35, 2,500, \$40; 5,000, \$65. Free sample to Banks only. **Printers' Ink Press**, 45 Rose Street, New York.

PAPER

BASSETT & SUTPHIN,
54-60 Lafayette St., New York City.
Coated papers a specialty. Diamond B Paper. Write for high-grade catalogues.

BILLPOSTING AND DISTRIBUTING.

BILLPOSTING campaigns for National Advertisers, covering 4,000 towns and cities; guaranteed service through members of Associated Billposters; every detail handled from printing and placing of posters to inspection and payment of bills. Billboard display has been our specialty for years; we are established and recognized advocates of high-grade service and can produce results. Correspondence solicited. **BERNARD ADV. SERVICE**, 71 Dearborn St., Chicago.

A spark is not a conflagration.

An idea is not an Ad.

Again—more is needed than a garment of words.

The dress is most attractive when the language is concisely plain, profusely simple.

When the claims ring clear and true.

Then the copy should compel attention and win conviction.

All this may be Kindergarten, but in a business where generalities abound, it takes a working copy carpenter to know how.

Are you willing to entrust the care of your publicity and advertising to one who will give a good measure of experience and thoughtful service to the work for the opportunity, plus?

SONNEBORN

New York

1039 E. 169th Street

EXAGGERATED EGO.

A new kink in addressing envelopes has been noticed recently by some of the post office clerks. Instead of the word "personal" on these envelopes to indicate that the letter is intended only for the eye of the person addressed has been written "Himself." In each case these letters had been sent from England. In some parts of Ireland the head of the household is always referred to by the members of the family as "Himself," and the influence of that custom may have had its effect on the English writers, or possibly the writers were Irishmen living in England.—*New York Sun.*

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements. Ideas for window cards or circulars, and any other suggestions for bettering this department.

EMIL HELD.

Advertising Counselor, Designer and
Writer of Advertisements, An-
nouncements, Booklets,
Catalogues, etc.

PORTLAND, Oregon.

Editor Ready Made Department:

DEAR SIR—I am sending you here-
with several advertisements, each bear-
ing name, publication and date on
which it appeared. In calling your at-
tention to the cartoon effect advertise-
ment of the Damascus Creamery,
which appeared on December 13, 1907,
I may say that it appeared on the
second day of a State Dairy Show,
held here then. For some reason this
firm was not invited by the soliciting
committee to participate in the conven-
tion, either financially or otherwise.
It was, however, a well-known fact
that the Damascus Creamery, for
nearly five months prior to December
13th, had been unable to supply the
demand for its product, although a
good newspaper and farm journal ad-
vertising campaign had gradually
brought them more cream. I may say
in addition—for a local sales campaign
—street cars had been used exclusively
for one year up to August, 1907, and
this work is still going on, with fre-
quent changes in copy. The adver-
tisement of December 13 brought forth
an attack by the president of the con-
vention, creating additional publicity
among nearly 850 cream shippers, from
nearly all parts of Oregon, who were
present.

It certainly did the work with good
follow-up and personal field work, re-
sulting finally in the addition of a
long-held back delivery as announced
in the advertisement of February 9th.
The latter ad does not pretend to
expert art work. It was ordered at
5.30 p. m., Saturday. An amateur, the
only party handy, did the work; the
writer supplied copy at 9 p. m., plates
were made that night, bases prepared
from a silver-print, and another paper's
ad also prepared by the Oregonian
staff. Owing to the lateness of the
order, the other paper was unable to
get out cuts, etc., its engraving staff
quitting at 5 p. m. Each ad was dif-
ferent, and ever since we have been
behind with orders, although constant-
ly getting new cream shippers. It was
a hustle to get these two Sunday ads
out, but the Oregonian staff spread
itself to help the composing room, art
room and stereotyping department.

Your criticisms will be welcome.

Yours truly,

(Signed) EMIL HELD.

The most conspicuous and least
commendable feature of these ads
is the illustrations, which are
fearfully and wonderfully made.

And their artistic effect is not
particularly heightened by the
"bubbles" being blown by the
various men and animals, con-
taining crude and almost inde-
cipherable lettering. If the live-
stock really had to be in evidence,
which I very much doubt, their
testimony or apologies should
have been in type, instead of the
defacing bubbles, which are not
altogether suggestive of cleanli-
ness.

The ad containing the cake pan,
the team of horses and the bossy
cow tries to do too much. The
cake pan would have been worthy
of more space if the lettering on
each side had been in type, and
large enough to be easily read,
thus showing at a glance the pan
and its connection with the sub-
ject of the ad.

Owing to the poor lettering in
their "bubble," the horses have
no significance until the small
type above them has been read,
and it would have been entirely
safe to leave them to the read-
er's imagination.

The cow, the illustration most
closely connected with the sub-
ject of the ad, could also have
been spared without serious detri-
ment to the general effect. In
fact, all three of the illustrations
have unfair competition in their
work from the big border which
overshadows the entire ad.

But the most fault of all, per-
haps, is the fac-simile check,
which means nothing at all and
occupies space that should have
been given to the matter above
the live stock, permitting the use
of type that could be read with-
out the aid of a magnifying glass.

The name-plate doesn't seem to
know where it is going, but is
clearly on its way. It sprawls
too much—has too many curves
and flourishes, and very ably
seconds the border in the effort
to kill everything else in sight.

There is merit in the text, but



Tomorrow we will increase the supply to meet the demand for **DAMASCUS CREAMERY BUTTER** at all reliable grocers. **WEST SIDE and EAST SIDE.** A few locations on the East side where we have stores will also have regular distributions after which we will have our regular distribution from time to time. We are now receiving our butter from the best dairies in the West and are now receiving our butter from the best dairies in the West and are now receiving our butter from the best dairies in the West.

Portland, Or. February 7th 1908

The Oregonian Portland.

Doyle, Responsible for the customer the necessary amount of Damascus Creamery Butter. It has always been the best we could get.

Damascus Creamery BUTTER

WE GUARANTEE AN HONEST TEST, accurate weight, and the highest market price for butterfat.

WE HAVE reason to be proud of the fact that we have always produced butter cream of superior quality. The only kind of butter made in this state. We use, therefore, the finest milk available.

The Public and Quality of Damascus Creamery Butter. It is due to the fact that we have always been a cooperative producer. We wash everything we have always washed to the finest. We wash everything we have always washed to the finest. We wash everything we have always washed to the finest.

WE GUARANTEE AN HONEST TEST, accurate weight, and the highest market price for butterfat in all respects insuring satisfactory returns to all cream shippers.

Damascus Creamery

The Call For DAMASCUS Creamery Butter

Business more insistent. Our call for more cream is equally determined. Some of the leading grocers this week had a greater demand for our butter than usual. Yesterday we made delivery due the day before, and in a number of instances we had to make a morning and evening delivery to customers who insist upon giving their patronage.

The Butter of Quality

Insistence of price, the buyers of **PURE FOOD PRODUCTS** continue to call for **DAMASCUS CREAMERY BUTTER** because

We Guarantee its Purity

To maintain the high standard of our butter, it is necessary to buy only the best cream and pay for it a little more than is asked for the general run of cream. **WE MUST HAVE THE BEST CREAM**, and have advanced the price we pay for it so that we can demand it. The Price of our butter, beginning tomorrow, is

85 Cents the Two-Pound Roll At All Reliable Grocers

Damascus Creamery BUTTER

THE PUBLIC TOOK ALL MY BUTTER AND SO I HAD TO RUN FOR THE SHOW

DAMASCUS 85¢

I GET 32¢ FOR BUTTERFAT

I GET MORE BECAUSE I SHIP FRESH CREAM TO THE DAMASCUS CREAMERY

I SEE YOU ARE COMING, YOU

SHE MUST BE A WINNER

OREGON CHEESE

Highlights on the Dairy Show

lay on the part of those who wish to buy.

Two of the slips are reproduced herewith, suffering somewhat in clearness by the reproduction, but serving to show their tasteful arrangement and attractive illustration.

From an illustrated folder:

PRETTY DOROTHY PERKINS,

The lovely shell-pink Climbing Rose.

"What a beautiful shade of pink!"

"How pretty are the small bud roses!"

Everyone exclaims, at the beauty of this exquisite rose—a rose, too, that is going to out rival the famous Crimson Rambler.

This rose is new to the public, but as soon as it becomes better known it will be in every garden.

A careful examination of the cluster shown will reveal the great beauty of the form of this grand rose. Notice the exquisite bud, the attractive half-opened flower, and the full-blown rose, all in perfect condition.

The color of this rose is a beautiful soft shell-pink, with just enough color to make it pronounced.

An ordinary plant of this rose will be loaded with flowers hanging in clusters as one sees the Crimson Rambler in June.

One decided advantage this rose has over the Crimson Rambler is its foliage. The bright, glossy leaves are never troubled with insects, and mildew is not its great enemy as in the case of the other.

Our plants of this variety are excellent; in fact, far better than we have ever had before, and that is saying a good deal.

Order from us now, and we will guarantee you a good show of flowers this June.

Plants in 5-inch pots, with good strong tops—50 cents each, 10 for \$3.50, 25 for \$6.25.

THOMAS MEEHAN & SONS, Inc.,
Growers of Thrifty, Vigorous Trees
and Hardy Plants,
Germantown, Phila., Pa.

An Invitation to "Have Things Charged. From the Peoria (Ill.) Star.

**"Charge"
Customers.**

We can serve "charge" customers very accurately and quickly, especially with goods that are to be delivered.

Go to the Main Office, on Second Floor, and arrange matters to-morrow. Few formalities.

SCHIPPER & BLOCK,
Peoria, Ill.

*Calculated to Restore Confidence, and
Thereby Increase Deposits.*

The deposits of a bank are an indication of the prosperity of the territory covered. Steadily growing deposits of a young, healthy bank disclose a prospering territory.

Our deposits have doubled during the last five months.

**THE DRUMMOND STATE
BANK,**

Drummond, Mont.

Capital, \$25,000.

From the Washington (N. J.) Star.

**The Waste
Basket**

will not catch the fine printing executed by the Star Printer. The rapid growth of our business is strong evidence of the superiority of our service. Our equipment for the production of high-grade work is complete in every department. Best presses, the latest style type and expert workmen enable us to turn out the class of printing designed to promote your business.

Orders delivered on time.

Our prices are reasonable.

Call, write or 'phone.

THE STAR PRESS,
Washington, N. J.

*Showing That It Is Possible to Quote
a Price, Even on Repairing of Some
Kinds. From the Philadelphia Bul-
letin.*

**Have Your Parlor
Suite Re-covered.**

5 Pieces for \$18.50.

In Plushes or Tapestries.

We are experts in re-upholstering Parlor Suites and upholstered furniture. A postal or 'phone will bring craftsman to estimate. We restore furniture equal to new for moderate prices.

Parlor Suites, Davenport. Chairs one-third to one-half less than regular prices.

Bell 'Phone Lombard 1873.

W. W. & H. H. KNELL,

Established 1858.

Makers of Fine Upholstered
Furniture.

Factory and Warerooms,

229-231 S. 5th Street,

Just Below Walnut,
Philadelphia, Pa.